CHAPTER – II
REVIEW OF LITERATURE

2.1 Introduction

Advertising is an essential function which educates the consumers about the goods and services and creates better sales and marketing opportunities in the society. Advertising is typically thought of as one of many external influences on consumer behavior in modern society. Despite certain drawbacks, advertising is considered an efficient way of reaching out to people. Therefore, advertisers continue to seek ways to increase the influence of advertising on their target audience. Corporate advertising has emerged as the dominant function in the 21st century. The advertisers look forward to adoption of innovative waves to communicate their brands since the word continues to shrink in the age of globalization. The corporate houses standardize and adapt their media advertising in regional, national and international markets. Empirical studies have revealed that corporate advertising has become an important branch of management in the present times. A brief survey of the notable works done on various aspects of corporate advertising and corporate image building at various levels are presented in this chapter under different headings.

2.2. International Studies

Strong (1925:378) evaluated the psychology of selling which dealt with the motives and methods adopted by the advertisers. The study revealed that advertisers were guided by the profit motives rather than service motives. The scholars suggested that advertising services should give meaningful education to the masses about the products and services delivered by various organizations.

Definitions Committee (1948:99) evaluated the salient features of advertising in modern society. The committee offered a comprehensive definition on advertising and suggested that advertisers should think beyond profit motive in order to safeguard public interest. This definition is widely quoted by the scholars in the field of advertising.

Leavitt and Mueller (1951:234) evaluated the effects of feedback of communication with special reference to advertising. The scholars noted that advertisers did not feel the pulse of the consumers and imposed the advertising services which were primarily based on business motives. The study stated that the delivery system should be re-designed on the basis of proper feedback from the consumers who matter most in the business environment.
Crisp (1953:87) evaluated advertising research which is very popular in the field of advertising. The scholar noted that advertising services which were based on authentic data and sound professional motives served the purpose well. The scholar has provided certain parameters and guidelines for the successful conduction of advertising research which will improve the quality of advertising services.

Bernays (1955:41) evaluated the engineering of consent which is directly associated with the world of advertising. The scholar noted that advertising services were delivered with a view to engineer the consent of the customers. The scholar suggested that advertising services should not mislead the consumers and pollute the culture on the basis of pernicious propaganda.

Drucker (1957:112) evaluated the practice of management which is most popular in the academic circle. The scholar has pointed out that sound management principles and practices facilitate the progress of the business organizations and welfare of the customers who are the backbone of modern business world. The scholar has suggested that advertising communication should not be based on wrongful communication and manipulative techniques since they would harm public interest.

Martineau (1958:264) evaluated the need, importance and relevance of corporate image building exercises in the modern society. The scholar stated that positive public relations and advertising services would enrich the image of the business organization. The study also suggested that business institutions should build reputation by providing quality oriented services and truthful advertising communication facilities to the mankind.

Lockley (1960:240) evaluated the marketing system and communication in modern society. The study pointed out that the use of motivation research in marketing would go a long way in improving the status of business organizations in general. The scholar suggested that advertising should be carried out on the basis of sound marketing principles and approaches.

Lavidge and Steiner (1961:233) evaluated the status and problems of modern advertising services. The scholars suggested a model for predictive measurements of advertising effectiveness in order to promote sale of goods and services on the basis of sound communication, goods and services.

Reeves (1961:338) evaluated the reality in advertising which provides meaningful guidelines and techniques for the advertising professionals. The scholar pointed out that advertising services were primarily guided by business motives rather
than public service motive. The study has suggested that advertising contents should represent the ground realities of life and cater to the educational and welfare needs of the consumers.

Hepnar (1964:172) evaluated the nature and scope of advertising with a special focus on creative communication with consumers. The study revealed that consumers constituted the most important segment of the stakeholders of modern organizations. The scholar suggested that consumers should be persuaded to buy the goods and services on the basis of constructive and creative advertising communication.

Desoulter (1965:102) evaluated the process, significance and challenges of industrial advertising. The scholar noted that industrial organizations employed advertising communication to promote the sale of the goods and services. The scholar suggested that industrial advertising should be free from harmful contents in order to protect the interest of consumers.

Bauer (1966:36) evaluated the relationship between perception and individual with special reference to advertising services. The study revealed that the individual perception primarily depended on the influence of advertising campaigns carried out by the advertisers. The study suggested that advertising messages should create positive an healthy perception in the minds of the consumers regarding the availability of goods and services.

Thomson (1967:384) evaluated the fundamentals of communication with special reference to advertising services. The study primarily focused on an integrated approach to marketing communication which included the objectives, methods, media and messages concerning advertising communication. The scholar suggested that advertising communication should be based on proper evaluation of marketing environment and consumer needs and demands.

Obermeyer (1969:306) evaluated the need and importance of advertising management in modern society. The study primarily dealt with the art and craft of successful advertising management which mattered most from the point of view of business promotion. The scholar has suggested the parameters and techniques of successful advertising management which suit the convenience of modern society including the consumers.

Stidsen (1970:377) evaluated the nature, process and impact of advertising in modern society. The study primarily dealt with the current practices of advertising
adopted by the business houses. The scholar suggested that the process of advertising could be refined on the basis of scientific evaluation and adoption of healthy practices.

Vardman and Patricia (1970:392) evaluated the management of advertising with special reference to cutting communication costs and increasing impacts. The study pointed out that economics of advertising should be properly understood by the advertisers in order to prevent unnecessary expenditure and maximize the impact of advertising in modern society. The scholars have suggested that improved quality of goods and constructive advertising communication would benefit the modern organizations and consumers.

Webster and Fedrick (1970:405) evaluated the industrial marketing environment with special reference to informal communication with the consumers and other stakeholders. The scholars noted that informal, flexible and friendly advertising services would reach out to the customers and motivate them to buy the goods and services. The scholars have suggested that advertising campaigns should be based on creative and positive motives, means and methods.

Ivens (1970:186) evaluated the role of industrial communication in modern society. The scholar observed that industrial communication primarily included public relations and advertising campaigns and services. The study suggested that advertisers should understand the industrial and social environment in order to provide effective advertising communication services.

Barnnet (1971:33) evaluated the nature and scope of business communication in modern society. The scholar primarily dealt with the communication needs of business executives and suggested suitable business communication principles and practices which benefit the business organizations and consumers in modern society.

Lerbinger (1972:239) evaluated the art and craft of organizational communication in modern society. The study focused the attention of scholars and executives on the need and importance of persuasive communication which producer’s rich dividends. The scholar suggested certain healthy practices which would enhance the persuasive quality of public relations and advertising services.

Greyser (1972:147) evaluated the strengths and threats of modern advertising. The study primarily dealt with the attacks and counters of advertising services delivered by the business organizations. The study also offered certain suggestions
and guidelines which would minimize the threats and maximize the opportunities through the practice of positive advertising.

Kaldor (1972:201) evaluated the economic aspects of advertising in terms of media selection, cost of advertising and advantages of advertising in the modern business environment. The scholars primarily investigated the economic factors associated with the delivery of advertising services to the mankind. The study suggested certain guidelines for the prevention of unnecessary expenditure and maximization of the advantages of advertising services.

Haney (1973:160) evaluated the relationship between communication and organizational behaviors with special reference to public relations and advertising practices. The scholar noted that modern organizations cannot reach out to various publics in the absence of effective communication campaigns. The scholar suggested that two-way communication between organization and various stakeholders should be ensured at all times in order to build better image and achieve success.

Lambin (1973:229) evaluated the impact of advertising services rendered by modern organizations. The scholar noted that advertising services had a definite impact on the attitudes and behaviors of customers in the society. The scholar suggested that user-friendly goods and services and advertising campaigns would boost the progress of organizations.

Vardman and Partricia (1973:391) evaluated the role of communication in the management of modern organizations. The study revealed that the process of management becomes incomplete and unsuccessful in the absence of persuasive communication. The study highlighted the importance of effective public relations, advertising and campaigns in the successful conduction of organizational activities.

Quera (1973:329) evaluated the nature, scope and impact of advertising campaigns launched by various organizations. The study revealed that advertising campaigns would be more effective if they are based on quality oriented services and customer oriented communication strategies. The scholar has suggested that advertising campaigns should be carried out on the basis of meaningful media selection and creative message formulation.

Howard and Hulbert (1974:176) evaluated the relationship between advertising and the public interest with reference to business organizations. The study revealed that advertising services which were based on wrongful communication and ineffective strategies would negative affect the people. The scholars suggested
modern organizations should adopt corporate social responsibility theory in regard to production of goods and services and delivery of advertising services.

Harriman (1974:161) evaluated the up and down the communication ladder with reference to modern organizations. The study revealed that two-way communication between the management and stakeholders and vice versa would produce better results. The scholar suggested that horizontal communication and persuasive advertising campaigns would enable the success of organizations in a competitive business environment.

Boulding (1975:52) evaluated the role of image building in the process of organizational development and pointed out that good corporate image contributed significantly to organizational branding development and created faith and accountability with future stakeholders. The scholar noted that image building activities were undertaken by the modern organizations to achieve the goal of organizational development.

Wilkie and Faris (1975:414) evaluated the nature and process of comparison advertising. The study identified the problems and potential on the basis of scientific survey and observation methods. The scholars suggested that advertising services should be based on public interest, quality oriented services and creative advertising contents in order to achieve the success of the business operations.

Rorty (1976:346) evaluated the status and problems of corporate advertising. The study revealed that contemporary advertising is powered by the vested interest of a two billion dollar industry which drowns out all other voices. The scholar suggested that advertising contents should be watched with utmost responsibility in order to prevent any social and cultural disorders in the modern society.

Rogers and Rogers (1976:344) evaluated in the relationship between communication and organizations and pointed out that communication was the lifeblood of modern organizations which depended on active participation of various publics. The scholars suggested that meaningful organizational communication services including advertising campaigns would facilitate the progress of modern organizations.

Allen (1977:12) evaluated the ways and means of organizational management through effective communication. The study revealed that integrated development of modern organizations would become a possibility if the leaders adopted healthy and positive delivery system and communication practices.
Kennedy (1977:207) evaluated the need and importance of nurturing corporate images and observed that corporate image could be enhanced mainly on the basis of socially responsible services and customer oriented advertising campaigns. The scholar suggested that modern organizations should achieve progress by following fair business practices and creative communication campaigns.

Johnson (1978:198) evaluated the role of advertising in modern society and observed that advertising has become a necessary evil. The scholar suggested that implementation of people friendly production strategies and adoption of creative advertising practices would enable the modern organizations to achieve business success in a competitive environment.

Crosier (1978:88) evaluated the corporate image advertising in a British Leyland and noted that the advertising services enhanced the image of the organization since they were based on quality oriented services. The study suggested that active involvement of specialists in the advertising campaign management would boost the corporate image and business success.

Lindenman (1979:247) evaluated the missing link in public relations and advertising operations of modern organizations. The study revealed that feedback mechanism and persuasive communication campaign were the missing link in respect of the organizations under study. The scholar suggested that consumer friendly delivery system and advertising campaign would boost the image of the organizations.

Niefeld (1980:304) evaluated the nature, scope and process of corporate advertising and noted that corporate advertising has become a new way of life in modern organizations. The scholar suggested that corporate advertising services should be complemented by delivery of consumer friendly, eco-friendly and socially responsible goods and services.

Boddewyn (1982:50) evaluated the advertising regulation in the 1980s and pointed out that law enforcement agencies failed to ensure effective implementation of the regulations concerned. The scholar suggested that manufacturing houses should be disciplined enough to contain the growth of unethical business and advertising practices.

D’Aprix (1982:90) evaluated the need and importance of corporate communication with special reference to communicating for productivity and noted that effective corporate advertising campaigns increased the participation of
consumers in modern society. The scholar suggested that a combination of mass media and outdoor advertising can effectively contribute to sales promotion.

Hill (1982:174) evaluated the corporate communication services of modern organizations and noted that advertisers took the stakeholders including the customers for granted. The scholar has suggested that the search of excellence and adoption of healthy business practices and advertising techniques would enable the modern organizations to rise to the occasion and achieve the goals of organizational development.

Koppe (1982:219) evaluated the need and importance of communication audit with special reference to modern corporate houses. The study revealed that public relations, employee communication, advertising and other organizational communication activities were not subjected to scientific communication audit in the study area. The scholar suggested that systematic communication audit would boost the quality of corporate communication and advertising services.

Peter (1982:32) evaluated the role of public relations in modern organizations and noted that corporate advertising activities were handed by the public relations department. The study also explored the possibilities of demystifying public relations and advertising practices of modern organizations.

Prince (1982:328) evaluated the relationship between consumer research and management decisions and pointed out that modern organizations achieved commendable success if they followed the principle of consultative management. The scholar suggested that consumers should be studied comprehensively before the adoption of production and advertising principles and practices in order to achieve success.

Udali and Udali (1982:387) evaluated the fundamental relationship between people and communication with special reference to industrial organizations. The study revealed that people mattered most in the competitive business environment. The scholars suggested that organizational leaders should take the people and specialists into confidence and design the delivery system including advertising campaigns in order to achieve success in all respect.

Victor (1982:398) evaluated the nature, scope and process of advertising which has become an important component of marketing in modern organizations. The study revealed that quality – oriented production, consumer response analysis and implementation of marketing communication programmes would facilitate the purpose
of business promotion in view of changing and competitive business environment.

Wills and Riyans (1982:415) evaluated the attitude of consumers towards advertising and noted that advertising was considered as a principal source of consumer education in modern society. The scholars suggested that advertising services should be handled by the experts in consultation with the consumers in order to produce better results.

Pace (1983:313) evaluated the process of organizational communication from the points of view of human resource development and customer satisfaction. The study revealed that effective employee communication and advertising services would lead to better image building and corporate success in the modern society.

Berko et.al. (1983:40) evaluated the corporate communication and advertising activities and noted that the prevailing business communication strategies could not effectively persuade the customers to buy the goods and services. The scholars suggested that modern organizations should have a well developed corporate advertising systems and that trained communicators should be entrusted with the task of managing marketing communication.

Bernstein (1984:42) evaluated the relationship between organizational communication and business promotion and noted that modern organizations required effective corporate advertising strategies in order to build positive image for the organizational goods and services. The scholar has suggested that corporate communications should be developed in modern organizations in order to promote organizational interest in general and the image of goods and services in particular.

Finn (1984:123) evaluated the role of corporate communication and advertising in modern society and noted that the institutions which consulted the consumers and adopted consumer – friendly production and distribution practices achieved notable success in the field of business. The scholar suggested that organizations should take note of the changing business environment and customer attitude and design the delivery system in order to race against the time and achieve success.

Greenward and Leavitt (1984:144) evaluated the audience involvement in advertising at four levels and noted that corporate advertising would become credible and successful if the organizations actively involved the stakeholders including the customers. The scholars suggested that eco-friendly and customer – centered business
practices including advertising would facilitate greater business success in a competitive and testing environment.

Courtney and Whipple (1985:84) evaluated the female role portrayals in advertising and communication effectiveness and observed that women are portrayed primarily as homebound or as housewives. The study revealed that women were over-represented in advertisements for cosmetics and were less likely to appear in advertisements for cars, trucks and related products. Seventy-five percent of all advertisements using women were for products found in the kitchen or bathroom, reinforcing the stereotype that a woman’s place is in the home.

Luthans (1985:254) evaluated the process of organizational behavior with special reference to corporate image building and crisis management. The scholar noted that organizations which maintained distance from the various stakeholders including the customers encountered more conflicts of interest and suffered from confidence crisis. The scholar suggested that the organizational management system should be developed in accordance with the principle of corporate social responsibility.

Dowling (1986:110) evaluated the relationship between corporate advertising and image building. The study revealed that production, distribution and consumption activities based on consumer needs and demands facilitated the goals of business promotion and corporate image building in the competitive business environment. The scholar suggested that organizations should develop reciprocal understanding and deliver consumer-friendly goods and services in order to overcome competition and achieve success.

Kilbourn and Mowen (1986:211) evaluated the relationship between image advertising and consumer attitudes towards the company and noted that organizations that actively engaged in corporate advertising scored better ratings of familiarity, recall and overall impression. The scholars also noted that corporate advertising sought to inform and influence the public’s attitudes about a company’s products, services and activities.

Lewis (1986:242) evaluated the effect of brand advertising on company image and noted that corporate advertising practically enhanced the company image and motivated people to buy the company’s branch in modern society. The scholar also observed that modern corporate houses have sponsored corporate advertising on the basis of this realization.
MacKenzie et.al (1986:256) evaluated the role of attitude toward the corporate advertising as a mediator of consumption promotion and corporate identity development and noted that corporate advertising has become an important component of customer relationship management in modern society. The scholars suggested that scientific evaluations are required to improve the advertising effectiveness in a competitive business environment.

Park et.al. (1986:31) evaluated the strategic brand concept image management and noted that brand image was the understanding consumers derive from the total set of brand-related activities engaged by the firm. The scholars also observed that more aspects of brand management should be systematically evaluated in order to shape the brand value.

Vaughan (1986:394) evaluated the existing models of corporate advertising and noted that advertising worked well if the organizations conducted consumer research and produced the goods and services in accordance with the needs and demands of the consumers. The scholars developed a new model of advertising which emphasized on participatory management and communication principles and practices.

David (1987:94) evaluated the corporate advertising budget of leading corporate houses and noted the prevalence of correlation between sale of products and advertising budget. The scholar suggested that modern corporate houses should spend more than 1% of their overall income on corporate advertising mission in order to reach out to the customers and retain their loyalty.

Hart (1987:163) evaluated the effective corporate relations in modern society which is directly associated with Public Relations. The scholar observed that Corporate Communication is an important component of organizational management in the modern society. The scholar suggested that Corporate Communication should be developed systematically in order to persuade the constituent publics to facilitate organizational development. The study primarily deals with the Corporate Communication and Public Relations.

Jackson (1987:187) evaluated the corporate communication and advertising in modern industrial organizations. The study revealed that advertising assignments were not handled by the public relations departments on the basis of systematic evaluation. The scholar suggested several measures with a view to improve the effectiveness of corporate communication and advertising services.
Jefkins (1987:189) evaluated the role of public relations in business organizations and noted that most of the organizations allocated the task of corporate advertising to the public relations departments. The scholar suggested that the process of corporate advertising should be refined on the basis of consumer research, media research and advertising research in order to achieve the goals of organizational development.

Seitel (1987:363) evaluated the practice of public relations which also included advertising management in modern organizations. The scholar noted that most of the public relations personnel handled corporate advertising on the basis of their observation and other methods. The scholar suggested that corporate advertising should be enriched on the basis of meaningful interaction with the customers and specialists in corporate advertising in order to achieve success.

Fraser and Hite (1988:128) evaluated the international advertising strategies of multinational corporations and noted that such corporations had better communication infrastructural facilities, trained manpower, advanced communication technologies and sophisticated corporate advertising practices. The scholars stated that most of the corporate advertising services brought about the translation of human relations into commodity relations.

Rau and Preble (1988:336) evaluated the attitudes of chief executives towards corporate public issue advertising and observed that corporate advertising was not mainly designed to sell products or services, but is rather designed to promote the image of modern organizations. The scholars also pointed out that modern corporate house could build image by providing consistent and favorable information about the corporation over time or modality.

Waltzer (1988:402) evaluated the relationship between corporate advocacy advertising and political influence and noted that the ultimate goal of corporate advertising was to create favorable relationships with the environment by presenting the corporation as a responsible corporate citizen. The scholar also observed that corporate advertising services should be delivered consistently in accordance with the social system and cultural values in which the organization exists.

Weigelt and Camerer (1988:406) evaluated the relationship between corporate advertising and corporate reputation and noted that modern corporate houses primarily adopted corporate strategy to boost sales and marketing. The scholars
suggested that corporate houses should boost their identity and progress through effective corporate advertising services.

Andrews and Bird (1989:14) evaluated the relevance of communications for business and noted that modern organizations could not achieve commendable success in business promotion due to lack of planned and organized corporate communication and advertising practices. The scholars have suggested that corporate communications should be developed in modern organizations in order to promote business and other modern organizations.

Bowman (1989:54) evaluated the financial public relations in modern organizations and observed that public relations played a significant role in promoting business organizations in general and multiplying the profit of modern organizations in particular. The scholar has suggested that corporate communication system should be developed systematically in modern organizations in order to promote the financial status of modern organizations through effective business promotion activities.

Jacobs and Synodinos (1989:188) evaluated the transnational advertising practices in about fifteen countries and noted that modern corporate houses used a variety of commercial advertising media which involved effective mass-market advertising format. The scholars suggested that virtual advertisements could be inserted into regular television programming through computer graphics in order to enhance their effectiveness.

MacInnis and Jaworski (1989:255) evaluated the practice and impact of corporate advertising from the point of view of information processing from advertisements. The scholars noted that the emphasis in advertising had switched from providing factual information to the symbolic connotations of commodities in the age of globalization.

Mueller (1989:291) evaluated the relationship between globalization and corporate advertising practices of multi-national corporations. The study revealed that multinational corporation operated solely on advertising revenue. The scholar suggested that interactive advertising would facilitate the success of corporate advertising in modern society.

Olins (1989:310) evaluated the impact of business strategy on corporate identity and noted that advertising spending has increased over a period of time and television became major advertising medium. The scholars suggested that modern corporate houses could improve the corporate identity if they educate and motivate the public
about non-commercial issues such as human rights protection, environment management, gender justice and so on.

Yates (1989:419) evaluated the growth and development of corporate communication in American society and noted that corporate advertising practices caused the consumers to buy the product are idea since the advertising techniques were based on commercial motives and emotional appeals.

Crane (1990:85) evaluated the role of corporate advertising in the financial services industry and observed that corporate advertising had attracted increased attention of the corporate leaders in modern society. The scholar suggested that corporate advertising should be an integral component of the marketing communications programme of a financial services institution.

Leiss (1990:236) evaluated the social communication in advertising and noted that advertising justifies its existence when used in the public interest. The scholar pointed out that public service advertising was called in different names such as non-commercial advertising, public interest advertising, because marketing, social marketing and so on. The scholar suggested that corporate houses should strike a meaningful balance between commercial motives and welfare motives in order to enrich corporate identity.

Suleman (1990:381) evaluated the representation of gender in prime time television in Iran and observed that women were not portrayed in a positive manner because of the existing gender bias. The study revealed that various researchers had approached the viewers in different ways, reflecting different conceptualizations about television and cable television. The study also emphasized the need for professionally and socially responsible advertising campaigns in order to safeguard gender justice and public interest.

King (1991:214) evaluated the brand building tendency of the corporate houses in the 1990’s and noted that businesses shifted their focus from product brands to corporate branding which is an integrated part of the corporate reputation management. The scholar made a clear distinction between product and corporate brands, emphasizing the importance of a multi-disciplinary approach in order to manage them.

Kolbe and Langefeld (1991:218) evaluated the female roles in television advertising and noted that television commercials have become the most effective means of corporate advertising. The scholars suggested that glorification of female characters would adversely affect the credibility of advertising.
Lesley (1991:240) evaluated the public relations and communications with special reference to modern organizations and noted that corporate house earmarked adequate funds for corporate communication and advertising purposes in the age of commercialization. The scholar suggested that electronic media, print media, outdoor media and new media could be used in a judicious way for the purpose of corporate advertising.

Richins (1991:342) evaluated the relationship between social comparison and idealised images of advertising and noted that covert advertising has become a new trend which demonstrated a product or brand embedded in entertainment and media. The scholar suggested that public service advertising would enrich the corporate identity as compared to commercial advertising.

Schumann et.al. (1991:361) evaluated the growth and development of corporate advertising in America on the basis of an extensive review of literature and reported that corporate advertising had been successful in promoting image, products and services, and company position statements (issue and advocacy) to a variety of audiences. The review concludes with an agenda for future research.

Wernick (1991:409) evaluated the relationship between advertising, ideology and symbolic expression and noted that corporate advertising contents focused on celebrity power, fame, money and other temptations in order to gain recognition for the products of modern organizations. The scholar caution that the use of celebrities to endorse a brand can have its downsides since it is detrimental to the public relations of the brand.

Domzal and Kernan (1992:108) evaluated the relationship between advertising and product meaning and noted that international advertisements for alcoholic drinks, cigarettes and corporate identity to determine the core meanings for each product. The study revealed that these meanings constituted cultural definitions of the products, and that they represent a significant aspect of marketing information. The scholars further reported that the meaning exemplars discerned in each category define parameters for advertising appeals, but still leave a lot of decision latitude about how to target within the market.

Mueller (1992:292) evaluated the correlation between standardization and specialization with reference to Japanese advertising. The study revealed that westernization of Japanese advertising took place in the age of globalization. The
Scholar suggested that hyper-commercialism should be prevented in order to safeguard public interest and local business environment in Japan.

Roth and Samiee (1992:347) evaluated the influence of global marketing standardization on performance and noted that corporate advertising invaded the privacy of the people. The scholars suggested that the advertisers should avoid the use of psychological pressure on the target groups since they are harmful in nature.

Sharpe (1992:368) evaluated the international public relations which also primarily dealt with corporate advertising. The study revealed that new media and methods were used by the advertisers to promote the sale of products and enhance corporate identity. The scholar suggested that infomercials have the inherent capacity to describe, display and demonstrate the products in an effective manner.

Van (1992:390) evaluated the process of corporate communication which included a major branch called corporate advertising. The study revealed that the social cost of advertising should not be neglected even though corporate advertising is necessary for economic growth under the changed circumstances. The scholar suggested that corporate houses should use necessary checks and balances in order to prevent the harmful effects of advertising.

Meze (1993:277) evaluated the public relations planning for corporate image making in local government in Nigeria and noted that corporate image was the impression a person or a group has of a country, community, company or organization. The scholar noted that modern corporate houses established public relations departments with a view to launch suitable publicity and advertising campaigns for better corporate image building.

Norman (1993:305) evaluated the relationship between media and corporate advertising and noted the subtle influence of the economy on the media. The scholar suggested that media should not be used as instruments of manipulation by the advertisers since this tendency affects the public interest.

Schultz (1993:355) evaluated the process of integrated marketing communications in modern business environment and noted that corporate advertising has emerged as an important component of marketing communication over a period of time. The scholar suggested that audio–visual aspects, environmental aspects, financial aspects and social aspects should be taken into account while designing integrated marketing communication.
Stacy (1993:374) evaluated the relationship between strategic management and organizational dynamics and noted that strategic intend was achieving some relatively distant future state relating to posture, position and performance. The scholar pointed out that organizational values determine the framework on which decisions are made for better delivery of goods and services.

Dutton and Harquil (1994:116) evaluated the relationship between the organizational images and member identification and noted that corporate advertising has become increasingly prevalent in modern society. The scholar suggested that aesthetical and moral consequences of advertising should be primarily taken into account while delivering corporate advertising services to the mankind.

Goodman (1994:139) evaluated the corporate communication which is the latest nomenclature given to the art and craft of Public Relations. The scholar primarily studied the theory and practice of corporate communication in modern society. The scholar observed that corporate communication system has emerged over the years as a prominent tool of corporate advertising and reputation management in modern society. The scholar suggested that corporate communication should be designed on the basis of scientific evaluation of the economic environment and assessment of the needs of various stakeholders including customers.

Joe and Berkowitz (1994:196) evaluated the impact of media on society and noted that various communications media are used for the purpose of corporate communication. The scholars have suggested that integrated marketing communication tools and technologies should be used in order to enhance the economic status of modern organizations and media organizations.

Cobb-Walgren et. al. (1995:80) evaluated the relationship between brand equity, brand preference and purchase intent and noted that corporate advertising was used prominently by modern corporate houses. The scholars suggested that corporate advertising tools, technologies and strategies should be perfected on the basis of constant monitoring and evaluation mechanisms.

David and Aakas (1995:93) evaluated the process of advertising management and noted that corporate advertising has become a billion dollar industry in modern society. The scholars suggested that the process of advertising management should be enriched on the basis of scientific evaluation and expert suggestions in order to achieve maximum success in the field of business.
Dozier et al. (1995:111) evaluated the role of managers in public relations and communication management in modern society. The scholars have noted that modern managers should be equipped with state of the art infrastructural facilities and techniques in order to enrich the quality of corporate communication and advertising.

Duncan and Ramaprasad (1995:114) evaluated the influencing factors associated with standardization of multinational advertising and noted that corporate advertising occupied a prominent place in the process of organizational management. The scholars have suggested that product placement in entertainment programme would constitute a standard practice which delivers better results.

Graham (1995:140) evaluated the process of customer relations which is an important branch of corporate communication and advertising with reference to a public sector organization in Australia. The researcher evaluated the role of policy makers, service deliverers and trading organizations in the process of effective customer relations. The scholar suggested that corporate advertising strategies should be designed by the specialists with an emphasis on meaningful customer relationship management.

Lassar and Sharma (1995:232) evaluated the need for measuring customer-based brand equity and noted that corporate advertising played a significant role in the brand management. The scholars suggested that customer-friendly goods and services would enrich brand equity and corporate reputation management processes in the modern society.

Ludlow and Fergus (1995:253) evaluated the essence of effective communication with special reference to public relations, advertising, corporate image building and events management. The study revealed that new promotional concepts, designs and methods are adopted by the corporate houses in order to reach out to various publics. The scholars have suggested that the art and craft of organizational communication should be designed on the basis of new technologies and investigations in order to achieve the goals of business promotion.

Meenaghan (1995:270) evaluated the role of advertising in brand image development and noted that advertising had a central role to play in developing brand image, whether at the corporate, retail or product level. The study revealed that advertising informed the consumers of the functional capabilities of the brand while simultaneously imbuing the brand with symbolic values and meanings relevant to the consumer. These two functions of advertising closely parallel the informational and
transformational schools of advertising effects and theories on the central and peripheral routes to consumer persuasion, according to the scholar.

Michal and Betch (1995:279) evaluated the relationship between advertising and promotion and noted that corporate advertising grew enormously all over the globe as a prominent means of business promotion. The scholars suggested that corporate advertising should devoid of unethical practices, elements and consequences in order to safeguard healthy and progress friendly business environment.

Watershoot (1995:404) evaluated the marketing mix with special reference to corporate advertising and business promotion and noted that ideal corporate advertising strategies and marketing mix contributed significantly towards business promotion. The scholar suggested that corporate houses should follow tested and tried corporate advertising strategies in order to enhance the marketing of products and services.

White and Mazur (1995:412) evaluated the process of strategic communications management and explored the possibilities of enhancing the status of corporate communication and advertising services in modern societies. The scholars suggested that corporate advertising should not be become the toxic of the mental pollutants in modern society.

Balmer (1996:25) evaluated the nature of corporate identity which is a by-product of corporate advertising management in modern society and noted that corporate advertising had become a new way of life. The scholar suggested that corporate advertising strategies should be tailor made in order to achieve considerable success in the business world.

Batra and Aker (1996:35) evaluated the process of corporate advertising management and noted that modern technologies, tools and practices changed the profile and spirit of corporate advertising in modern society. The scholars called upon the policy makers and professionals to strictly follow advertising ethics, healthy practices and creative services in order to achieve success in the age of economic liberalization.

Dominick (1996:107) evaluated the dynamics of mass communication which includes corporate communication and advertising. The study revealed that commercial advertisements bombarded the minds of the people and brought about mental pollution at an alarming proportion. The scholar suggested that harmful
consequences of commercial communications should be consciously prevented by the advertisers in modern society.

Ducoffe (1996:113) evaluated the relationship between advertising value and advertising on the web and noted that online advertising emerged as the prominent tool of corporate advertising next only to the electronic media and outdoor advertising in modern society. The scholar suggested that corporate advertising department should be strengthened in terms of new technologies, tools and strategies in order to boost the progress of business organizations.

Ghosh and Ho (1996:134) evaluated the corporate image building with respect to US and Singapore and noted that brand image was not the same as corporate image. The scholars observed that companies must actively promote company and brand names. The study emphasized that proactive image building was necessary to enhance the corporate image and enrich the status of corporate house.

Mok (1996:288) evaluated the role of advertising in business promotion and noted that the private media are increasingly subject to mergers and concentration with property situation often becoming entangled and opaque. The scholar suggested that negative and undesired advertising should be prevented in order to safeguard public interest.

Moss (1996:290) evaluated the role of public relations in the UK retail sector and noted that the practitioners were not well equipped with advanced skill and competence concerning corporate advertising management. The scholar suggested that corporate communicators should be properly oriented in order to enhance their capacity for better advertising management.

Stuart (1996:379) evaluated the growth, nature and scope of public relations in Spain and noted that corporate advertising activities were managed by the public relations professionals without proper orientation and authentic capacity building. The scholar suggested that corporate advertising strategies should be developed in consultation with the subject experts, veterans and consumers in order to achieve better professional success.

Welles (1996:408) evaluated the relationship between mass media and corporate advertising and noted that the communications media predominantly generated income through corporate advertising. The scholar suggested that media should not function as a branch of the advertising industry.
Brown and Dacin (1997:58) evaluated the relationship between the company and the product and noted that consumer – friendly delivery system and sound corporate advertising services would strengthen the mutually beneficial relationship between the corporate houses and consumers. The scholars suggested that associations and consumer product responses should be evaluated systematically in order to develop customer relations and enrich corporate identity in modern society.

Fitz (1997:124) evaluated the eight practices of exceptional companies in American society with special reference to marketing communication and business promotion. The scholar noted that business communication practices of modern organizations were not based on scientific consumer research in the study area. The scholar has suggested that effective corporate communications would sustain organizational development and business promotion in this age of competitiveness.

Etzel and Stanton (1997:119) evaluated the marketing environment in modern society and noted that corporate advertising played a decisive role in the process of marketing communication. The scholar suggested that customer survey and sound delivery of goods and services should be complemented by appropriate corporate advertising strategies in modern society.

Gregory (1997:146) evaluated the nature and scope of leveraging the corporate brand through meaningful application of sound corporate advertising principles and practices and noted that systematic and sound marketing survey, production strategies and image building exercises would boost the prosperity of corporate houses. The scholar suggested that corporate advertising strategies should be designed in order to leverage the corporate brand management.

Hattersley and Mcjannet (1997:168) evaluated the management communications with a special focus on corporate communication and advertising in modern society. The study revealed that modern managements were accountable to the stakeholders from the point of view of communication management. The scholars suggested that planned corporate advertising would enhance the image of the corporate houses and business prospects in a competitive environment.

Kelley and Turley (1997:206) evaluated the relationship between corporate advertising and customer relations and noted that modern organizations accorded high priority for the practice of corporate advertising. The scholars suggested that corporate advertising strategies should be designed with a view to enhance active involvement of customers in the decision making process.
Newsom (1997:303) evaluated the emerging global communication trends, challenges and opportunities and noted that corporate advertising has become an important component of modern organizational management. The scholar suggested that media selection, message formulation, feedback analysis and other components of corporate advertising should be strengthened on the basis of authentic data and systematic planning in order to achieve success in business life.

Oliver (1997:311) evaluated the process of corporate communication and noted that corporate communication has grown over the years as a prominent instrument of corporate image building, persuasive communication and organizational development. The scholar has suggested that corporate communication should be developed in consultation with experts in modern organizations in order to achieve the goals of organizations in modern society.

Padgett and Allen (1997:314) evaluated the relationship between corporate communication and brand image and noted that corporate advertising has become the prominent pillar of contemporary business management. The scholars suggested that contemporary capitalist forces should not take the consumers for granted in the name of corporate advertising which is an intrinsic part of capitalism.

Argenti (1998:15) evaluated the development of corporate communication system and functions during 1950 – 2000 all over the world. The researcher observed the functions and sub-functions of an ideal communication department of an industrial organization. The researcher concluded that a coordinated and coherent corporate communication system provided the tools and strategies for an organization to face the new century and to have the world at their fingertips. The researcher suggested that corporate advertising should be practiced on the basis of tested and tried principles and practices in order to produce better results.

Atkin et.al. (1998:20) evaluated the television advertisements which focused on consumption of alcohol and noted that involvement of celebrities in such advertisements motivated the young generation to cultivate the habit of alcohol consumption. The scholars suggested that advertisements on smoking, alcohol and other unhealthy products should be banned by the state in order to safeguard public interest.

Balmer (1998:26) evaluated the relationship between the corporate identity and advent of corporate marketing and noted that corporate marketing primarily depended on corporate advertising support in modern corporate houses. The scholar
suggested that sound corporate advertising principles and practices would boost
corporate marketing in the age of competitive business.

Biehal and Sheinin (1998:49) evaluated the need for managing the brand in a
corporate advertising environment and noted that corporate advertising played a major
role in the brand management. The scholars suggested a decision-making framework
for brand managers which would suit the needs of corporate houses practically and
otherwise.

Bruning and Ledingham (1998:60) evaluated the relationship between public
relations and customer interest with reference to industrial organizations and noted
that customers differentiated those who are loyal to the organization from those who
are not. The scholar suggested that corporate communication and advertising functions
should be carried out with due respect to the protection of customer interest.

Burnett and Moriarty (1998:64) evaluated the process of marketing
communications and observe that corporate advertising constituted an important
branch of contemporary marketing communication. The scholars noted that corporate
advertising and mass media economic interests created ideology. The scholar suggested
that corporate advertising should not be practiced as the prominent weapon of the
advertiser in the competition for customer relationship building.

Conger (1998:81) evaluated the nature and scope of persuasive
communication with special reference to business promotion in modern organizations.
The scholar noted that modern organizations demand planned organizational
communications in order to persuade the constituent publics including the customers
to facilitate organizational development. The scholar has suggested that modern
organizations should develop sound corporate communication system in order to
achieve the goals of organizational development and business promotion.

Fournier (1998:126) evaluated the relationship between the consumers and
their brands and explored the developing relationship theory in consumer research.
The scholar noted that corporate houses achieved considerable progress through the
conduction of customer research, environment – friendly delivery of goods and
services and effective corporate advertising strategies in modern society.

Franck (1998:127) evaluated the relationship between contemporary
advertising and constitutional rights of the people. The study revealed that advertising
invaded the privacy of the people without the knowledge or consent of consumers or
target groups. The scholar suggested that suitable checks and balances should be
exercised in order to prevent the harmful effects of advertising which has become a prominent means of mental capitalism.

Gerard (1998:132) evaluated the relationship between corporate advertising and sales promotion and noted that corporate advertising was an important factor which boosted sales promotion in modern society. The scholar suggested that consumer survey, marketing research, customer friendly services and corporate advertising strategies would boost sales promotion in modern society.

Gray and Balmer (1998:141) evaluated the relationship between corporate advertising and corporate image building in modern society and noted that communications media promoted a new consumption culture which benefitted the advertisers rather than customers. The scholars suggested that corporate advertising should not promote consumption as a way of life.

Gregory (1998:145) evaluated the trends in corporate advertising and noted that modern corporate houses primarily depended on corporate advertising in order to manage modern customers and generate adequate income through better sales promotion activities. The scholar also observed that modern companies invested more on corporate advertising which fetched several benefits including corporate image building in modern society.

Henderson and Cote (1998:171) evaluated the relationship between corporate advertising and selection of logos. The study revealed that selection of logos was not based on ethical and professional considerations by the advertisers. The scholars have suggested certain ethical guidelines for the selection of logos and improvement of the status of corporate advertising.

Herman and McChesney (1998:173) evaluated the global media institutions and services which are controlled by the corporate capitalism and noted that globalization of economy enabled the market forces to control the media and motivate the customers to change their attitudes towards life. The study revealed that women were greatly attracted by the modern electronic media channels, entertainment programmes and advertising campaigns.

Jensen (1998:190) evaluated the relevance of corporate advertising and stated that the main business of the advertisers is to absorb as much attention as possible. The scholar suggested that advertisers should not provide provocative and offensive contents which would harm public interest.

Melewar and Saunders (1998:272) evaluated the global corporate visual
identity systems from the points of view of standardization, control and benefits. The study revealed that contemporary corporate advertising services violated the constitutional rights of the consumers. The scholars suggested certain legal restrictions concerning advertisements which dealt with tobacco and alcohol.

Shavitt and Haefner (1998:369) evaluated the public attitudes toward corporate advertising and noted that corporate houses attached great significance to corporate brand management in the present times. The scholars suggested that appropriate corporate advertising tools and strategies facilitated effective brand management and reputation management in a competitive business environment.

Stevans (1998:376) evaluated the emergence of global public relations networks and noted that successful organizational climate was established on the basis of planned public relations and business promotion activities. The scholar has suggested that an effective and credible public relations is essential to build and sustain a knowledgeable and supportive consumers in modern society.

Westwood and Kirkbride (1998:410) evaluated the international strategies of corporate culture change with a focus on emulation, consumption and hybridist. The study revealed that corporate advertising services emerged in the 20th century as the powerful means of propaganda in human history. The scholars have suggested that corporate advertising services which adversely affect the culture and public interest should be contained by the policy makers.

Whalen (1998:411) evaluated the ethics of corporate communication which included corporate advertising also and noted that professionals should be guided by an enlightened self interest. The scholar has also suggested an ethical baseline for teaching corporate public relations in modern society.

Albes-Miller and Stafford (1999:11) evaluated the emotional and rational appeals in contemporary corporate advertising and noted that corporate advertising services promoted the mental environment which suited the convenience of the advertisers. The scholars suggested that the negative impact of corporate advertising should be minimized as far as possible by the advertisers with due respect to ethical and professional considerations.

Balmer and Gray (1999:28) evaluated the relationship between corporate identity and corporate communication and noted that institutional advertising services were handled by the corporate communication department of modern corporate
houses. The scholars suggested that adoption of sound advertising practices would create a strategic advantage in the competitive business environment.

Betts (1999:46) evaluated the strategic communication management with special reference to business promotion and customer relationship management in modern organizations and noted that corporate communicators played a major role in persuading the customers to buy the products and services. The researcher has suggested that Corporate Communications should be used as an effective instrument of marketing management and customer relationship management.

Betts (1999:46) evaluated the strategic communication management with special reference to corporate advertising and pointed out that advertising industry contributes substantially for the gross national income. The scholar has suggested that use of negative associations, emotions and drives should be prevented while delivering corporate advertising services to the mankind.

Darmon and LaRoche (1999:92) evaluated the determinants of the control of international advertising by headquarters of Multi-national Corporation and noted that market forces directed the practice of corporate advertising which is intended to raise consumption. The scholars have suggested that capitalist forces should not indulge in the practice of corporate advertising which promotes consumption culture across the globe.

De Chernatony (1999:97) evaluated the brand management through narrowing the gap between brand identity and brand reputation and noted that the corporate brand perspective was a consequence of the strategic view of brands. The scholar also pointed out that effective corporate branding would come with dedication to honest self assessment, responsive attitudes toward stakeholders and respect for the values that attract all parties to the corporation.

Lasn (1999:231) evaluated the impact of corporate advertising on culture with special reference to American society. The critic noted that advertising is the most prevalent and toxic of the mental pollutants. The scholar has cautioned the policy makers and people to safeguard public interest against the television commercials which are dumped into North America’s collective unconscious.

Melewar and Saunders (1999:274) evaluated the role of corporate advertising in the development of international global visual identity and noted that standardization of marketing research, delivery system and corporate advertising services were the key factors associated with global identity of corporate services and
products. The scholars suggested that appropriate advertising tools and technologies should be employed by the modern corporate houses in order to widen their business operations beyond national boundaries.

Oyeneye (1999:312) evaluated the management of image and reputation of secondary schools in Nigeria and noted that educational institutions with high reputation attracted large number of students. The scholar also pointed out that image building and reputation management were carried out by all modern organizations regardless of time and space.

Perkins (1999:320) evaluated the nature and scope of corporate communication with a special emphasis on people's dimension and observed that people are a force to reckon with in the age of globalization and that modern organizations cannot do away with the constituent publics including the customers. The scholar has suggested that persuasive communication should be developed in modern organizations in order to achieve the goals of organizational development and marketing management.

Balmer (2000:27) evaluated the seven deadly sins of corporate brand management and noted that modern corporate advertising brought about commercialization of culture. The scholar also identified the major sins which had harmful impact on the mindset, attitude and behavior of the people in modern society. The scholar suggested that adoption of positive and constructive marketing and advertising practices would safeguard the consumer interest in modern society.

Carrol (2000:65) evaluated the need for preparing public relations and advertising students for the 21st century. The researcher had observed the process of training in public relations and advertising in modern educational institutions. The work had resulted in the development of an integrated marketing communications class for advertising, public relations and marketing seniors. The scholar suggested that advertising executives should be given proper training and orientation in order to prevent harmful effects of advertising on society.

Difonzlo and Prashant (2000:105) evaluated the management process, strengths and limitations of two corporations and noted that organizations experienced certain uncertainties while coping with the organizational changes. The scholars suggested that corporate management; communication and advertising activities should be subjected to healthy and constructive changes and modifications in order to safeguard the culture, legacy and organizational interest.
Edens and McCormick (2000:117) evaluated the impact of corporate advertising on the adolescents and noted that modern advertising messages delivered through electronic and online modes produced greater impact on the adolescents in modern society. The suggested that corporate advertising contents should not pollute the minds of the adolescents through sensationalization of advertising services.

Goldsmith and Newell (2000:138) evaluated the relationship between the impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. The scholars noted that involvement of celebrities in the corporate advertising campaigns had considerable impact on the potential consumers. The scholars suggested that involvement of celebrities who enjoyed high credibility in society would go a long way in establishing brand identity and promoting sales and marketing of goods and services.

Kalleher (2000:203) evaluated the role of public relations in the processes of media selection and advertising campaigns of modern institutions. The study noted that public relations professionals were not fully equipped with the state of the art facilities and training opportunities in order to achieve success in the management of corporate advertising. The scholar suggested that corporate advertising should be managed on the basis of scientific evaluation and ethical considerations.

Kilbourne (2000:212) evaluated the impact of corporate advertising on the perception, behavior and life of the people. The study revealed that an average American watches three years of advertising on television. The scholar suggested that television contents should be subjected to meaningful policing in order to safeguard public interest against mental and cultural pollution.

Kotler (2000:220) evaluated the nature and scope of marketing management in modern society and noted several factors which were associated with the process of marketing management. The scholar authored a well known book on marketing management which contains practically relevant strategies for marketing management in general and corporate reputation management in particular.

Mavin and Bryans (2000:267) evaluated the management development in the public sector and stated that universities played a significant role in the promotion of human resources. The scholars suggested that universities should prepare well qualified and specialized human resources who would safeguard professional interest while practicing corporate communication and advertising in modern society.
Muhammad (2000:294) evaluated the state of corporate advertising and observed that the borders between advertising and media became more blurred in the contemporary society. The scholar cautioned that the commercial basis of advertising media could have troubling implications for democracy.

Zhang (2000:421) evaluated the corporate philanthropic giving, advertising intensity and industry competition level and noted that publicity and advertising volume were important drivers in differentiating between firms with lower and higher brand evaluations. The study revealed that the role of prior corporate reputation worked in conjunction and had unique effects that influenced the communication activities of firms with high and low brand attitudes and value. The scholar suggested that companies with different levels of brand evaluation (opinion and value) have distinct marketing communication profiles which can be labeled communication footprints.

Abratt and Mofokeng (2001:03) evaluated the development and management of corporate image in South Africa and noted that the boundaries between advertising and programming became invisible. The scholars suggested that corporate houses can build better image through delivery of quality oriented goods and services rather than attractive advertising contents.

Ajala (2001:09) evaluated the role of public relations in image building and reputation management processes in Nigeria and noted that corporate image and corporate identity were two different aspects. The scholar also observed that identity is expressed while image is perceived by the people. The scholar strongly argued that identity influences the perception by being consistently put on the consciousness of the public’s adding that consistency aided recognition.

Backhaus and Doorn (2001:22) evaluated the consumer perspective on standardization in international advertising and noted that consumers paid for every cent sent for public relations, advertisements, rebates, packaging etc. The scholars suggested that advertisers should understand the psychological theory and provide advertising services which are imbued with culturally endowed meanings.

Baines et.al. (2001:23) evaluated the corporate communication and advertising functions of modern organizations and noted that media were used by the advertisers to provide symbolic of connotations of commodities rather than factual information in the age of globalization. The scholars suggested that advertisers should conduct consumer research before planning and executing advertising campaign in order to
achieve the best possible results.

Balmer (2001:25) evaluated the attributes of business identity (the umbrella label used to cover corporate identity, organizational identification and visual identity) and observed that modern organizations incorporated new corporate marketing mix based on authentic data. The scholar suggested that top management need to be sensitive to the factors that are contributing to the fog surrounding corporate identity.

Brennan and Winter (2001:57) evaluated the consequences of modern advanced communication technologies and noted that modern communication technologies are extensively utilized in order to develop Management Information System in modern organizations and also to provide effective organizational communication services to various constituent publics including the customers. The researchers have suggested that advanced communication technologies should be used by modern organizations to improve their communication system and marketing communication services.

Cook (2001:82) evaluated the importance of corporate advertising in modern society and noted that advertising exploited the model role of celebrities and used certain elements like humor, color, tunes etc to win over the customers. The scholar suggested that advertisers should link their products to worthy social cause and mission in order to gain credibility and build corporate image.

Dai and Wu (2001:91) evaluated the corporate advertising services delivered in Singapore and Hong Kong which have emerged as prominent commercial states over a period of time. The scholars suggested that the advertisers should reach out to specific audiences through advanced media of corporate advertising.

Grier and Deshpande (2001:148) evaluated the influence of social status on group identity and advertising persuasion and noted that consumers who were socially and economically weaker sections of the society were not considerably influenced by the corporate advertising services as compared to the consumers who were better off economically and otherwise. The scholars suggested that advertisers should understand the crucial cultural and social premise of advertising before launching the advertising services.

Grof (2001:150) evaluated the role of communication in the creation of corporate values with special reference to industrial organizations. The researcher observed that both internal and external communication integrate a company in the
process of utilizing its internal resources to the optimum through the recognition and transfer of values. The researcher has suggested that a company can prosper through the integration of the new values into its attitude either consolidating or changing the corporate culture.

Hatch (2001:167) evaluated the corporate branding which is an organizational tool in the contemporary corporate houses and contributed a model in order to help managers analyze the context in terms of the alignment between strategic vision, organizational culture and corporate image. The scholar has suggested an approach to corporate branding that is organizationally integrated and cross-functional.

Hatch and Schultz (2001:165) evaluated the involvement of stars in the process of corporate advertising and noted that eminent film and sports stars had evoked popular interest in the goods and services advertised by the manufacturers. The scholars suggested that quality oriented goods, consumer oriented delivery system and creativity oriented corporate advertising services would facilitate meaningful brand management and business promotion objectives in modern society.

Ihator (2001:180) evaluated the corporate communication style in the information age and noted that modern corporate houses gave importance to niche market using advanced communication technologies including the Internet. The scholar suggested that advertisers to provide the services which are more relevant to the customers and more effective for corporate houses.

Jewler and Darwinian (2001:191) evaluated the nature and scope of corporate advertising and noted that the advertisers put consumption as the top most items on the corporate agenda. The scholars suggested that corporate advertising should be the reflection of society norms and provide healthy picture of target market.

Jo, Samsup et.al. (2001:195) evaluated the effect of the World Wide Web in relationship building and noted that many new advertising opportunities cropped up due to the development of Internet across the globe. The scholars suggested that mobile and Internet advertising should be promoted in order to facilitate interactive corporate advertising in modern society.

Lasch (2001:230) evaluated the role of corporate advertising which has promoted the culture of Narcissism. The study revealed that contemporary advertising led to an overall increase in consumption in society. The scholar has suggested that advertising services should be monitored and regulated in order to prevent the advertisement of products which promote consumption as a way of life.
Lim (2001:244) evaluated the corporate strategic philanthropy with special reference to fortune reputation index and the firm’s philanthropy. The researcher observed that the relationship between corporate philanthropy and its outcomes might be better understood by considering the firm’s social investment as obtaining good reputation by building meaningful relationships with constituent publics. The researcher has also constructed concepts and theoretical propositions to help explain the relationship between the corporate philanthropy and customer relationship management. The researcher has suggested certain measures for the improvement of the corporate philanthropy and marketing management.

Louw (2001:250) evaluated the relationship between the media and cultural production and noted that corporate advertising services influenced and conditioned the culture in modern society. The scholar suggested that corporate advertising should not be used as a means for the expansion of the commodity universe under the force of advertisers and other vested interest.

Malik (2001:260) evaluated the effects of television advertisements on teenagers of two different classes in Iran and noted that the viewers who spend time watching cable television transmission, their routine and activities were affected. The study revealed that powerful culture traditions of alien culture, particularly Indian culture were popularized by the television programmes and advertisements.

Milburn, Carney and Ramirez (2001:281) evaluated the images of human beings in two popular clipart packages and observed significant representational biases in both packages. The study revealed that there was an under representation of women, and when depicted, both software packages portrayed them in a significantly different manner than males. The scholars further noted that females were more likely to be shown as teenagers rather than as middle aged or elderly and were dressed in more revealing wardrobes. Males on the other hand were depicted as predominantly more active. Men were more likely to be depicted as authoritative and more knowledgeable. Women were more likely to be illustrated as submissive.

Nelly and Marr (2001:301) evaluated the process of corporate management which primarily depended upon organizational communication including advertising. The scholars noted that corporate advertising translated human relations into commodity relations. The scholars suggested that cause-related marketing in which advertisers link their products to some worthy social cause should be promoted rather than one-sided commercial advertising.
Palan (2001:315) evaluated the relationship between gender identity and consumer behavior and pointed out that corporate advertising services primarily aimed at children, young people and women who were reduced to consumers. The scholars suggested that glorification of sexual aspects should be prevented in order to protect gender justice and public interest.

Sciulli and Taiani (2001:362) evaluated the need and importance of advertising content for global audience and noted that the likelihood of standardization would depend upon the information content and emotional appeals conveyed in the advertisements. The scholars provided a research design which would facilitate better content analysis of corporate advertising services in order to facilitate competitive product positioning in modern corporate houses.

Steiner (2001:375) evaluated the nature and significance of corporate communication which primarily included advertising services and noted that contemporary advertising services did not reflect symbolic connotations of goods and services. The scholars suggested that even those commodities providing for the most mundane necessities of daily life must be imbued with symbolic qualities and culturally endowed elements.

Argenti and Forman (2002:16) evaluated the role of corporate communication which directly dealt with the practice of advertising and noted that corporate communicators studied the psychology of the consumers and made concerted attempt at psychological manipulation to best of their ability. The scholars suggested that the advertisers should create the best possible advertising environment through quality oriented services and scientific evaluation.

Barret (2002:34) evaluated the strategic employee communication with special reference to corporate image building and noted that employees were persuaded by the managements to assume the role of cultural ambassadors and promoters of brand image. The scholar suggested that advertisers should use employees and specialists in the corporate advertising management in order to build and sustain the good will of customers.

Chandra and Ryans (2002:68) evaluated the factors influencing advertising message and packaging in modern society and noted that corporate advertisers collected the data about the target group with the aid of credit cards, bonus cards, raffles and Internet survey sources. The scholars suggested that the efficiency of
corporate advertising should be improved on the basis of systematic advertising research.

Choi and Rifon (2002:74) evaluated the responses of consumers to banner advertising and noted that antecedents and consequences of web advertising credibility were primarily taken into account by the advertisers. The scholars suggested that meaningful application of new media would boost better advertising and marketing prospects in the contemporary society.

Christensen (2002:77) evaluated the whole array of sciences which directly dealt with corporate communication and advertising and noted that corporate advertising was employed more selectively and effectively by the advertisers. The scholar has provided certain practically beneficial suggestions which would enhance the transparency and accountability of the advertisers.

Clutterbuck (2002:79) evaluated the elements, strengths and disadvantages of corporate advertising in modern society and pointed out that corporate houses used subtle and crafty methods to make advertising more effective. The scholar has suggested that advertisers should use insights and research findings in order to enhance the quality of corporate advertising.

Corporate Leadership Council (2002:83) evaluated the various aspects from information to insight in modern organizations and noted that the process of organizational development becomes weak and vulnerable in the absence of scientific Management Information System in general and efficient corporate advertising services in particular. The study has suggested that integrated organizational development becomes a possibility if Management Information System and corporate communications system are developed on a priority basis in modern organizations.

Davis (2002:95) evaluated the brand asset management and noted that corporate advertising services were primarily directed at brand management in the present competitive business environment. The scholar suggested that adoption of advanced advertising media and methods would drive profitable growth through better brand management.

Khalfan (2002:209) evaluated the public and private sector related IS/IT outsourcing practices in a developing country like Kuwait. It was a survey-based research which facilitated systematic examination of outsourcing practices. The researcher observed clear cut differences between the two sectors in their motivation and risk factors evaluation behind the adoption of an IS/IT outsourcing business
strategy. The study provided an insight into how outsourcing practices, as an information system strategy, were motivated and managed in the context of a developing nation. The scholar suggested that corporate advertising campaigns should be handled with care, concern and responsibility in order to protect public interest.

Liu (2002:248) evaluated the role of advertising in product branding with special reference to China and noted that the increasing of the amount of advertising activities around the world had underscored the importance of understanding advertising effectiveness in international markets. The study revealed that in recent years, the growth of Chinese economy has produced a significant ‘modern Chinese consumer’. The study evaluated the underlying beliefs that may account for perception of advertising among these new Chinese generations.

Pastore (2002:317) evaluated the nature, scope and utility of mobile advertising services delivered by modern institutions and noted that meaningful incentives still played a key role in the process of mobile advertising. The scholar suggested that mobile advertising needs to be strengthened in terms of better profile of the prospective individuals and institutions.

Rouse and Rouse (2002:348) evaluated the process of business communication in modern society and observed that corporate communication played a vital role in the process of organizational management and business promotion. The scholars have suggested that modern organizations should bridge communications gaps between the organization and constituent publics including the customers who mattered most in modern society.

Whittington et.al. (2002:413) evaluated the shape of things to come with respect to modern organizations with respect to organizational communication and business promotion. The researchers observed that sweeping changes would occur in the present age of globalization and communication revolution in the process of organizational management. The researchers have suggested that modern organizations should have a well developed organizational communications system in order to cope with the environment changes and challenges of organizational development and business promotion.

Belch and Belch (2003:37) evaluated the relationship between advertising and promotion from an integrated marketing communications perspective and noted that corporate advertising has become the dominant way of expression in modern society.
The scholars suggested that advertising should not reduce the customers to vulnerable situation.

De Reyck and Degraeve (2003:98) evaluated the broadcast scheduling for mobile advertising and noted that mobile advertising was a welcome addition to the channels of corporate advertising in modern society. The scholars suggested that suitable ground works were necessary to practice mobile advertising and enhance better marketing of goods and services.

Graydon (2003:142) evaluated the relationship between corporate advertising and entertaining business because of their media value and noted that traditional and modern channels of corporate advertising were used in urban and rural areas. The scholar suggested that urban landmarks should be meaningfully turned into trade marks in order to enhance the salability of goods and services.

Grifith and White (2003:149) evaluated the standardization of international marketing strategy adopted by the multi-national corporations and noted that the voice of commerce became the dominant way of expression in modern society. The scholars suggested that advertisers should not flood the brains of the consumers with thousands of repetitive driving messages which affected their attitudes and behaviors.

Hutchison (2003:178) evaluated the effects of organization-public relationship on attitude toward the organization, brand and purchase intention. The researcher observed that the purchase intentions of the customers were mediated by the quality of service in general and image building activities in particular. The researcher suggested certain strategies for the improvement of customer communications and relations.

Johnson (2003:199) evaluated the electronic communication convergence from the points of view of organizational communication, public relations and corporate advertising. The study revealed that in the age of communication revolution new media created the virtual advertising environment which facilitated interactive communication between the organization and buyers. The scholar suggested that new media like Internet have the potential for corporate advertising.

Kim et.al. (2003:213) evaluated the effects of organization–public relationships on attitude toward the organization, brand and purchase intention. The researchers had devised an integrated model which held that the effects of organization-public relations on purchase intention were mediated by factors like attitude toward organization and attitude toward brand and that the effect of attitude
toward organization was mediated by attitude toward brand. Estimated coefficients and model fit indices by SEM showed this model was quite appropriate in modern organizations. The scholars suggested that consumer research findings should be properly utilized by the advertisers in order to facilitate meaningful brand positioning and sales promotion in the competitive business environment.

Lee and Berkowitz (2003:235) evaluated the relationship between media institutions and advertisers in Korea and noted that advertisers, media professionals and corporate communicators worked together for the purpose of corporate image building and marketing of goods and services. The scholars suggested that media should not become instruments of consumerism in modern society.

Maldonado et al. (2003:259) evaluated the impact of gender on advertising processing on the basis of social identity perspective. The study revealed that gender group identity could potentially be activated through exposure to advertisements that pair a brand with members of one’s gender group. The scholars have suggested that advertisements that activate identification with one’s gender group will have a more favorable impact on future brand and advertisement judgments than advertisements that do not activate this identity.

Marcus (2003:262) evaluated the new dimensions in corporate advertising and noted that systematic corporate communication and advertising activities played a crucial role in making the destiny of modern organizations. The scholar has suggested that the goal of business promotion could be achieved on the basis of systematic customer research and deliberate customer relationship activities of modern organizations.

Martinson (2003:265) evaluated the social utility of contemporary public relations and advertising and noted that corporate advertising was considered as a way of life and affected the public interest. The scholar cautioned that advertising should not replace religion and disturb public health and progress.

Miller (2003:283) evaluated the relationship between advertising, production and consumption with reference to cultural economy in advertising cultures. The scholar noted that effective corporate advertising services boosted the production and consumption of goods and services in modern society. The researcher suggested that suitable corporate advertising campaigns were essential to maximize the production and consumption of goods and services.
Schultz and Hatch (2003:359) evaluated the Lego Company concerning the application of corporate advertising practices and management of corporate branding. The scholars noted that Lego Company excelled in the application of advanced technologies for the purpose of corporate advertising management and succeeded in attracting a good number of customers.

Varshney (2003:393) evaluated the location management for mobile commerce applications in wireless Internet environment and noted that successful marketing operations primarily depended upon effective mobile commerce applications. The scholar suggested that location management for mobile commerce application should be carried out on the basis of scientific evaluation and systematic planning in order to achieve the goal of business promotion.

Vrontis (2003:400) evaluated the factors like adaptation and standardization in international marketing and noted that corporate advertising occupied public spaces and dominated the lives of the people. The scholar suggested that public spaces should not be peppered with billboards and signs in order to safeguard the environment and public interest.

Aaker (2004:01) evaluated the brand portfolio strategy, creating relevance, differentiation, energy, leverage and clarity with respect to corporate branding and noted that modern corporate brands led to the development of a new branch of marketing which is known as corporate level marketing. The scholars also noted that corporate branding basically represented an organization's heritage, values, culture, people and strategy.

Chen et.al (2004:71) evaluated the role of corporate communication in customer relationship management in modern organizations and noted that scientific design and management of a customer-oriented service system was not prevalent in the study area. The scholars suggested that corporate communication should be conducted as an effective instrument of customer relationship management and organizational development.

Czinkota and Ronkainen (2004:89) evaluated the nature and scope of international marketing in the age of globalization and noted that multi-national corporations dominated the global economic scenario on the strength of their management power and manipulative strategies. The scholars suggested that international marketing opportunities should be enhanced on the basis of delivery of competitive and qualitative goods and services.
Dawkins (2004:96) evaluated the challenges and issues of corporate responsibility and noted that modern organizations required effective corporate communication and advertising strategies in order to build a positive image for the organization's goods and services. The scholar suggested that modern organization should have a well developed corporate communication system with a special focus on corporate social responsibility.

Dolphin (2004:106) evaluated the relationship between the marketing of goods and involvement of investors in modern society and noted that investors were inclined to be associated with organizations which enjoyed high salability of products and credibility of services in modern society. The scholar has suggested that organizational reputation management should be undertaken on the basis of meaningful delivery system, qualitative goods and services and creative corporate advertising campaigns.

Erdem and Swait (2004:118) evaluated the inter-relationship between brand credibility, brand consideration, and choice in modern society and noted that brand credibility was the outcome of quality centered goods and services and effective corporate advertising strategies. The scholars suggested that organizations should not take their customers for granted in the age of competitive business environment.

Fombrum and Riel (2004:125) evaluated the way modern corporate houses had built winning reputation and noted four major groups which facilitated corporate reputation such as employees, customers, investors and communities. The scholars pointed out that financial performance, work place environment, quality oriented products and services, emotional appeal of advertising campaigns, social responsibility of corporate houses and vision and leadership of corporate leaders were mainly responsible for corporate reputation management.

Gurthan et.al. (2004:156) evaluated the relationship between corporate image building and organizational development and noted that corporate image had a lot to do with new changes and trust because customers were more aware of the corporate background, image and goodwill due to greater media exposure and public contact. The scholars suggested that organizations should consciously build image for sound organizational development.

Haghirian and Dickinger (2004:157) evaluated the success factors of mobile marketing and noted that mobile marketing had become an important welcome addition to the channels of corporate advertising in modern society. The scholars
suggested that mobile marketing should be practiced on the basis of scientific assessment and ground realities.

Hart et al. (2004:162) evaluated the effects of corporate image in the formation of customer loyalty in Australia and noted that corporate image had great influence on the customers’ loyalty which was important to the satisfaction of the customers. The scholars also observed that corporate image building was consciously undertaken by modern corporate houses to retain customer loyalty and gain customer goodwill in a competitive business environment.

Heiskanen (2004:169) evaluated the role of corporate communication and advertising in public sector undertakings and noted that the corporate advertising services inadvertently promoted social responsibility rather than consumerism. The scholar suggested that the negative impacts of advertising should be minimized in order to promote the well being of people.

Henderson (2004:170) evaluated the building of strong brands in Asia through selection of visual components of image and observed that corporate logo was the graphic designed which enabled the stakeholders to identify themselves with the organizations. The scholar also noted that corporate logo and its components helped to raise the attachment between stakeholders and corporation to create an image in their perception.

Ho and Hallahan (2004:175) evaluated the post-earthquake crisis communications in Taiwan with special reference to corporate advertising and strategy motives and noted four possible corporate strategy motives in post-crisis corporate communications such as social responsibility, communal relationship building, enlightened self-interest and impression management. The scholars also noted that corporate philanthropy was the most common gesture described in the adverts, and the most frequent themes and message components focused on the restoration of society.

Iheme (2004:181) evaluated the role of public relations in good governance and reputation management processes in Nigeria and noted that consistency over a long period of time was highly essential in transforming the image into the realm of reputation and corporate identity. The scholar also noted that public relations professionals should be trained in the art and craft of image building in order to build positive corporate identity in modern society.
Knowx and Bickerton (2004:217) evaluated the six conventions of corporate branding and noted that systematic development of brands at an organizational level basically required proper management of interactions with multiple stakeholders. The scholars also pointed out that reputation management was beyond publicity or advertising campaigns.

Lowe (2004:251) evaluated the role of marketplace masters in enabling the modern professional service firms compete to win in a challenging business environment and noted that specialists in marketing communication and customer relationship management played a major role in the enhancement of business promotion and corporate identity. The scholar suggested that tested and tried corporate communication and advertising strategies should be adopted in order to achieve the goal of customer relationship management.

Melewar and Meadow (2004:271) evaluated the influence of culture on brand building in the Chinese market and noted that corporate advertising reflected the society norms and provided a clear picture of target market in China. The scholars suggested that experimental psychology should be the basis for planning and executing the corporate advertising campaigns in China.

Schultz and Boege (2004:356) evaluated the drivers of corporate reputation and noted that consumer research, adoption of advanced production methods, delivery of consumer-centered services, application of persuasive corporate advertising practices were the prime drivers of corporate reputation in modern society. The scholars suggested that meaningful corporate communication practices including corporate advertising boosted corporate reputation in a challenging business environment.

Soberman (2004:371) evaluated the additional learning and implications on the role of informative advertising in modern society and noted that informative advertising contained the basic elements of persuasion of consumers. The researcher suggested that multi-media applications would make corporate advertising more informative and effective.

Tsang and Liang (2004:385) evaluated the consumer attitudes toward mobile advertising and noted that mobile advertising was perceived as an effective and interactive medium of corporate advertising in modern society. The scholars suggested that suitable mobile advertising technologies and techniques would change the attitude of consumers.
Turner (2004:386) evaluated the structure and functions of organizational communication with special reference to HRD professionals and noted that corporate advertising promoted the commercialization of society, privatization of public space and acceleration of consumption in modern society. The scholar suggested that HRD professionals should be motivated to function as socially responsible facilitators of organizational development and marketing promotion.

Ayanwale et.al. (2005:21) evaluated the influence of advertising on consumer brand preference and noted that personalized corporate advertising services produced better brand management, marketing of goods and corporate reputation advantages in modern society. The scholars suggested that consumer brand preference primarily depended upon the availability of customer friendly goods and services in general and effective corporate advertising campaigns in particular.

Bradley and Sousa (2005:55) evaluated the global marketing environment with special reference to business promotion and corporate reputation management and noted that effective corporate advertising played a significant role in promoting business in modern society. The scholars suggested that corporate houses should have a well equipped communication system and motivated communicators in order to persuade the constituent publics including the customers.

Bruggen (2005:59) evaluated the corporate associations and consumer product responses with reference to the moderating role of corporate brand dominance. The study revealed that corporate associations and consumer product responses were primarily taken into account by the advertisers in modern society. The scholar suggested that effective corporate advertising practices and services played a crucial role in the process of brand management.

Bulander et.al. (2005:63) evaluated the advertising via-mobile terminals, delivering context sensitive and personalized advertising while guaranteeing privacy. The study revealed that personalized mobile advertising played a considerable role in the persuasion of consumers to maintain their loyalty and maximize consumption which facilitated organizational prosperity.

Freeman (2005:129) evaluated the creation of strategic taglines and noted that taglines (also known as slogans, catchphrases and positioning lines) were the first step and an integral part of brand building. The study revealed that a good tagline could be the best and least expensive form of advertising in modern organizations. The scholar
also reported that the company’s name, logo and tagline worked together from the point of view of image development in modern organizations.

Jisu and Reid (2005:194) evaluated the factors affecting trust in on-line prescription drug information and noted the impact of trust on behavior following exposure to DTC advertising in contemporary society. The scholar suggested that adoption of scientific evaluation techniques and application of advanced online advertising practices would enhance the consumption of goods and services in the pharmacy sector.

Jokanovic, Jelena (2005:200) evaluated the corporate brand equity valuation in the food and beverage industry in Slovenia and noted that the values obtained for the corresponding corporate brands could be used for decision making in case of mergers and acquisitions in the food and beverage industry. The scholars suggested that corporate mergers and acquisitions should be properly understood on the basis of field based experience in modern society.

Knoche (2005:216) evaluated the relationship between modern capitalism and corporate social responsibility and noted that corporate houses indulged in unethical practices in order to consolidate their power. The scholars suggested that adoption of socially responsible and people friendly business practices would promote corporate image.

Leppaniemi, Karjaluoto and Salo (2005:237) evaluated the success factors of mobile advertising value chain and noted that systematic planning and execution of corporate advertising services would boost the success of mobile advertising. The scholars suggested that mobile advertising should be practiced on the basis of authentic data, consultation with experts and suggestions made by professionally competent resource persons.

Okazaki (2005:308) evaluated the mobile advertising adoption by multinationals and noted that senior executives played a crucial role in designing corporate advertising services which intended to facilitate corporate brand management. The scholar suggested that corporate advertising services should be delivered on the basis of consumer research, production of quality centered services and adoption of corporate advertising principles and practices in modern society.

Qurike (2005:330) evaluated the communication gap in modern corporate houses and noted that well organized persuasive communication would bridge the communication gap between the organizations and various publics. The scholar
suggested that advanced corporate communication strategies and technologies would bridge the communication gap and improve the effectiveness of corporate communication including customer satisfaction.

Reid (2005:340) evaluated the performance auditing of integrated marketing communication actions and outcomes of corporate houses and noted that well coordinated and coherent corporate communication system and marketing promotional activities provided adequate sales opportunities. The scholar suggested that customer relationship management strategies should be based on customer research and expert suggestions and guidelines.

Scharl, Dickinger and Murphy (2005:354) evaluated the diffusion and success factors of mobile marketing and noted that the practice of mobile advertising was based upon suitable assessment of marketing environment, consumer needs and application of standardized practices. The scholars suggested that success factors of mobile marketing should be systematically assessed before delivering the goods and services and implementing corporate advertising strategies.

Van den and Elving (2005:389) evaluated how corporate visual identity supports the reputation of corporate houses and noted that extensive consumer education and adoption of corporate social responsibility theory enriched business prospects and customer satisfaction in modern society. The researchers have suggested that scientific evaluation of the corporate social responsibility and customer relationship management activities would boost the status and identity of modern corporate houses.

Young (2005:420) evaluated the evolution, status and challenges of corporate advertising and authored a book on advertising research which is widely quoted by the scholars. The author has suggested appropriate methods for the conduction of advertising research which has a bearing on corporate philanthropy and customer relationship management.

Boudreau and Watson (2006:51) evaluated the Internet advertising strategy alignment and observed that misalignment between corporate global strategy and web advertising strategy was reasonably common. The scholars suggested that corporate communicators should be enabled to handle the design and content matters for the combination of corporate and national web sites.

Chowdhury et.al. (2006:76) evaluated the consumer attitude toward mobile advertising in emerging market and noted that corporate advertisers attached great
importance to the understanding of consumer attitude toward mobile advertising. The scholars suggested that mobile advertising services should be improved in terms of consumer research and application of appropriate strategies.

Fahy and Jobber (2006:120) evaluated the principles and practices of marketing management and authored a well known book entitled foundations of marketing. The scholars have provided useful criteria, guidelines and techniques for the promotion of customer relationship, loyalty and satisfaction in the present age of competitive business.

Iddris (2006:179) evaluated the nature, scope and significance of mobile advertising in contemporary society and noted that mobile advertising had become an important branch of corporate advertising in modern society. The scholar suggested that modern organizations should carry out mobile advertising on the basis of consumer research and creative techniques of advertising.

Jhully (2006:192) evaluated the commercialization of culture in the age of media advertising and noted that advertising is integrated into modern business system. The scholar also observed that contemporary media advertising campaigns including the television campaigns adversely affected the interest of women and other sections of society. The scholar suggested that commercialization of culture and exploitation of women should be prevented in order to safeguard public interest.

Kallan (2006:202) evaluated the nature and scope of integrated corporate communications in the multi-national corporation and noted that several factors were responsible for the successful management of corporate communication system in modern organizations. The scholar suggested that a well oiled corporate communication system would go a long way in improving customer relations in modern society.

Kawashima (2006:205) evaluated the inter-relationship between the consumer market, media and advertising agencies and noted that the changing quality of television advertising in Japan had considerable impact on culture and society. The scholar suggested that corporate advertising should not commercialize the process of culture in modern society.

Khan (2006:210) evaluated the growth and development of online advertising which has come of age on account of revolutionary communication science and technological advancements in modern society. The scholar has suggested that modern organizations should develop corporate communication infrastructural
facilities and promote human resources in order to maximize consumption of goods and services in a competitive virtual business environment.

Li and Miniard (2006:243) evaluated the potential for advertising to facilitate trust in the advertised brand and noted that consumers had greater trust in the services and products which catered to their needs and demands. The scholars suggested that delivery of consumer-friendly, environment-friendly and cost effective services would boost the confidence of consumers in modern society.

Melewar and Karaosmanoglu (2006:273) evaluated the corporate identity as a categorization from the practitioner’s perspective and noted that as stakeholders become attached to a corporate entity, the corporate logos become more meaningful and help to bind them to the corporation. The study also revealed that corporate logo was one of the key fundamental elements of corporate visual identity building process.

Michael and Salter (2006:278) evaluated the role of mobile marketing in achieving competitive advantage through wireless technology and noted that wireless technology enhanced better competitive advantage because of its in-built advantages in the contemporary society. The scholars suggested that mobile marketing services should be strengthened on the basis of scientific evaluation and systematic application of corporate advertising strategies.

Morsing and Schultz (2006:289) evaluated the corporate social responsibility communication in terms of stakeholder information, response and involvement strategies. The study revealed that corporate advertising services did not demonstrate corporate social responsibility of the service providers. The scholars suggested that corporate advertising should be practiced with due respect to customer interest protection and social responsibility.

Pratt (2006:327) evaluated the processes of restructuring in the UK advertising industry which changed in advertising practice in creative advertising agencies. The study revealed that changing governance of advertising practice involved both formal regulation and economic governance in and across firms. The scholar suggested that the ‘creative governance’ of the UK advertising industry should change the pattern of corporate advertising in order to achieve better success.

Roy (2006:349) evaluated the relationship between communication and religion and noted that television advertising influenced the social and moral behavior of viewers by corrupting their values. The study revealed that television advertising
and new media advertising created a consumer culture which affected the mass culture in general and interest of women in modern society in particular.

Suh and Yi (2006:380) evaluated the role of corporate advertising in the creation of brand attitudes which affect the customer satisfaction-loyalty relation in modern society. The scholars also noted the moderating role of product involvement in the process of customer satisfaction. The researchers suggested that corporate advertising should be perfected on the basis of improvement of delivery system and adoption of advanced tools and technologies.

Ulmer and Seeger (2006:388) evaluated the role of corporate communication in crisis management and noted that corporate advertising has emerged as the significant psychological project in modern society. The scholars have suggested that corporate communicators should be trained properly in the art and craft of crisis management and reputation management in modern society.

Xu (2006:416) evaluated the influence of personalization in affecting consumer attitudes toward mobile advertising in China and noted that personalized corporate advertising services brought about necessary changes in the attitude of consumers towards organizations, goods and services. The scholar suggested that interactive and persuasive corporate advertising services would make all the difference in the contemporary society.

Berger and Goffman (2007:39) evaluated the socio-economic factors contributing to substandard parenting and television advertising in modern society and noted that television advertising affected the people including women and other vulnerable groups. The study revealed that critical researchers have started addressing the social and cultural effects of mass communications and their role in perpetuating an unjust social order. The study also emphasized the need for professionally and socially responsible advertising campaigns in order to safeguard gender justice and public interest.

Carroll et.al. (2007:66) evaluated the consumer perceptions and attitudes towards SMS advertising in New Zealand and noted that consumers had attached significance to SMS advertising services delivered by modern corporate houses. The scholars suggested that SMS advertising services should not violate the right to privacy of customers in modern society.

Chattananon et.al. (2007:69) evaluated the need for building corporate image through societal marketing programmes and noted that modern corporate houses
adopted sound strategies for corporate image building which built positive perspective of customers over a period of time. The scholars also noted that experts in corporate communication, image building and reputation management were utilized by modern corporate houses to build sound corporate image and promote business houses.

Fernandez (2007:122) evaluated the growth and development of corporate communication in 21st century and noted that corporate communication has become an important component of organizational management. The scholar suggested that corporate communicators should be enabled to cope with the challenges and deliver the goods with utmost competence.

Kenntoft and Neglen (2007:208) evaluated the standardization and adaptation in television advertising. The study revealed that emotional appeals seemed to work more on the young while rational appeals appeared to be more effective towards an older target market. The scholars have suggested that the company should focus on non-geographical factors such as humor and family culture while standardizing a television advertisement.

Kumar and Leone (2007:227) evaluated the role of personal recommendation as a tool of modern advertising campaigns and noted that word of mouth had considerable impact on the present generation of customers. The scholars suggested that community based advertising services would enlist the active participation of credible inter-personal sources of communication in order to boost marketing of goods and services.

Nelson and Paek (2007:302) evaluated the contents of a leading global magazine which has a sizeable leadership in about seven countries and noted that print media provided useful advertising contents in modern society. The scholars have suggested that global advertising strategies should be enriched on the basis of scientific research and applied management techniques.

Okazaki (2007:309) evaluated the gender effects in a mobile advertising context in terms of evaluation of trust, attitudes and recall in modern society. The scholar observed that qualitative goods and services created favorable consumer attitudes instead of colorful corporate advertising campaigns. The scholar suggested that quality oriented services and persuasive corporate advertising campaigns achieved the goals of business promotion.

Petrovici and Marinov (2007:322) evaluated the determinants and antecedents of general attitudes towards advertising and noted that corporate advertising services
assumed great significance in the business world. The scholars suggested that corporate advertising services should facilitate change of attitudes among the customers and better consumption of goods and services.

Pietz and Storbacka (2007:323) evaluated the attitude of consumers towards mobile advertising and noted the factors which affected their preferences and consumption patterns. The study revealed that service providers should understand the attitude of the consumers towards the products and services before delivering the goods and services. The scholars suggested that adoption of customer-friendly production practices and interactive corporate advertising services would enhance marketing of goods and services.

Besharat (2008:43) evaluated the relationship between corporate advertising and formation of brand alliance on the basis of a multicultural perspective and noted that corporate advertising played a crucial role in the formation of brand alliance in modern business environment. The scholar suggested that suitable corporate advertising strategies are required to facilitate better brand management and formation of brand alliance programmes.

Choi and McMillan (2008:75) evaluated the key factors which drew mobile messages home to consumers on the basis of a cross-cultural examination of key factors. The study revealed that cross cultural examination of the impact of corporate advertising assumed great significance in the age of competitive business management. The scholars suggested that corporate advertising services should be supplemented by the delivery of customer-friendly, culture-friendly and environment-friendly goods and services.

Hatch and Schultz (2008:166) evaluated the role of corporate advertising in brand management and noted that modern corporations effectively aligned strategy, culture and identity through corporate branding. The scholars suggested that corporate advertising should be designed and implemented with special reference to brand management in the present competitive business world.

McChesney (2008:268) evaluated the political economy of media in terms of enduring issues and emerging dilemmas. The study revealed that the contemporary corporate advertising has brought about increasing commercialism. The scholar has suggested that advertisers should be guided by their conscience and produce advertisements which do not pollute the minds of the consumers.
Merrilees and Miller (2008:275) evaluated the principles of corporate branding and noted that branding principles were applied to corporate rebranding since they indicated the need for maintaining core values and cultivating the brand, linking the existing brand with the revised brand, targeting new segments, getting stakeholder ‘buy-in’, achieving alignment of brand elements and the importance of promotion in awareness building. The scholars made an attempt to build a more sophisticated and substantial theory of corporate rebranding.

Rindell (2008:343) evaluated the role of corporate advertising in the process of brand management and noted that conduction of suitable brand research facilitated better adoption of marketing strategies in modern society. The researcher suggested that corporate advertising services should be tailor made in order to facilitate better brand management, corporate identity and consumption of goods and services.

Schultz and Hatch (2008:357) evaluated the role of corporate advertising in brand management and noted that effective brand management would boost the progress of the business organizations in modern society. The scholars suggested that corporate advertising practices should be perfected in order to enhance brand management and business promotion prospects.

Asp et.al. (2009:18) evaluated the advertising via telecom delivery channels and noted that its importance would increase substantially over the next few years. The scholars suggested that the Ad Orchestrator could be delivered as a scalable, modular and cost-effective platform within an operator’s own data center by using the data-mining technology since it enables advertisers to reach consumers in different operator networks, and handles account settlement between players.

Besharat et.al. (2009:45) evaluated the social marketing approach with reference to a United Nation’s millennium goal and environmental sustainability. The study revealed that social marketing emerged as a new means of corporate advertising in modern society. The scholars suggested that social marketing needs to be undertaken on the basis of systematic evaluation, public concern and professional ethical considerations.

Giroux (2009:136) evaluated the subtle influence of the economy on the corporate advertising scenario and noted that media contents were produced to accommodate the needs of advertisers. The scholar has suggested that the partnership between media professionals and advertisers should not lead to infiltration of professional duties and obligations.
Jhully (2009:193) evaluated the media advertising which is at the edge of the apocalypse. The study revealed that media advertising is the most powerful and sustained system of propaganda in human history. The study also emphasized the need for professionally and socially responsible advertising campaigns in order to safeguard gender justice and public interest. The scholar cautioned that its cumulative cultural effects will be responsible for destroying the world unless quickly checked.

Patsioura (2009:318) evaluated the effectiveness of corporate advertising websites and noted significant dimensions of the participants' behavior based on their actions, activities, preferences and intentions. The study revealed the great impact of the relationship marketing qualitative factors in question on specific advertising effectiveness indicators. The scholar suggested that systematic use of websites would facilitate better corporate image building in modern society.

Regina (2009:339) evaluated the impact of media advertising campaigns carried out by public and private sector undertakings and noted that modern management invested a sizable chunk of their revenue on media advertising management in order to enhance the status of sales and marketing. The scholar suggested that media advertising campaigns should be carried out on the basis of proper demographic and professional data. The study also emphasized the need for protecting the interest of children, young people and women in modern society through meaningful advertising campaigns.

Schultz and Hatch (2009:358) evaluated the relationship between media advertising and brand management and noted that corporate houses deliberately practiced media advertising to facilitate effective brand management and marketing of goods and services. The study also emphasized the need for professionally and socially responsible advertising campaigns in order to safeguard gender justice and public interest. The scholars suggested that innovative media advertising tools, technologies and practices would enrich brand management in modern business world.

Wang (2009:403) evaluated the advertising disclosures and CSR practices of credit card issuers and noted that students' positive attitudes toward disclosures positively enhanced their attitudes toward credit card issuers and credit card issuers' CSR practices. The study revealed that students' attitudes toward credit card issuers' CSR practices mediated their attitudes toward disclosures on enhancing their attitudes toward credit card issuers. The scholar suggested that future research should examine
the relationship between various practices of disclosures and different aspects of CSR practices.

Zulhamri (2009:423) evaluated the projection of international reputation management as a new theoretical approach in a transitional country and noted that brand image created reputation and facilitated better sales promotion in modern society. The scholar also noted that adaptive model fit well into cultural sensitivity and local norms in the age of globalization.

Hatch and Schultz (2010:164) evaluated the possibilities of brand co-creation with implications for brand governance and noted that corporate advertising played a significant role in the process of brand management in modern society. The scholars suggested that the implications of brand governance should be primarily taken into account while planning and executing corporate advertising services.

Ind and Schultz (2010:182) evaluated the relationship between media advertising and brand building and noted that modern corporate houses relied upon media advertising for the purpose of managing the brands. The study also emphasized the need for professionally and socially responsible advertising campaigns in order to safeguard gender justice and public interest. The scholars suggested that modern institutions should facilitate positive brand management through effective and creative media advertising services in order to protect cultural norms and gender justice.

Zhao (2010:422) evaluated the competitive force of car brands in market of China and noted that aggressive corporate advertising campaigns were carried out in China to promote better brand management and marketing of cars. The scholar suggested that car manufacturing houses should carry out corporate advertising campaigns on the basis of customer research and competitive advertising practices.

Asadollahi (2011:17) evaluated the relationship between low involvement products and high involvement products with advertisement strategies and noted that corporate advertising brought about considerable attitudinal changes in the customers. The scholar suggested that active consumer involvement is the main and important stimulus for corporate advertising strategy.

Lin et.al. (2011:245) evaluated the relationship between advertising, brand capital and asset returns and noted that firms with high brand capital investment rates underperform firms with low brand capital investment rates by 7% per annum; and brand capital intensive firms outperform low brand capital intensive firms by 4.1%
per annum. The study revealed that the Q-theory of investment provided a useful framework for understanding the dynamics of advertising expenditures by corporations.

Mickiewicz (2011:280) evaluated the corporate image in the leisure services sector and noted that brand image had considerably impacted the customer’s decision to buy. The scholar also observed that a good brand with a positive image was likely to be trusted by consumers in modern society.

Mughari (2011:293) evaluated the role of brand and guerrilla marketing in keeping and increasing purchasing portfolio of customers in Iran’s SME and noted that the sequences of priorities in brand awareness were marketing budget, perceived quality of main product of one brand and perceived proportion of main product of one brand. The scholar suggested that guerrilla marketing services should be delivered on the basis of better quality of services.

Saadeghvaziri and Hosseini (2011:350) evaluated the factors associated with positive attitude formation among the Iranian customers and noted that mobile advertising had positive and negative implications on the customers. The scholars suggested that corporate houses should create positive attitude toward mobile advertising through contextual, relevant and need-based mobile advertising services.

Sorensen (2011:372) evaluated the role of multi-modal approach for advertising for professionals in the film, television and photography business and noted that modern corporate houses employed advanced modes and strategies in order to persuade a professional audience. The scholar suggested that employment of polarized multimodal texts would enhance the credibility and popularity of goods and services.

Fastoso and Whitelock (2012:121) evaluated the implementation of International advertising strategies with reference to corporate image building in Latin America and noted that the choice of implementation process option was contingent on the environmental factor, cultural homogeneity and the company characteristics subsidiary size and MNE country-of-origin, yet not on regional economic integration. The scholars have also contributed significantly to advertising theory by offering an alternative approach to the consideration of the international advertising standardization question that focuses on the implementation of strategies rather than on their development. The findings further confirm the theory of regional multinationals in the context of international advertising decisions.
Scharf and Fernandes (2013:353) evaluated the advertising of corporate social responsibility in a Brazilian bank and noted that modern consumers preferred to obtain personal advantages rather than benefits to the environment in which they live. This could influence organizations’ preference towards communication campaigns that demonstrate CSR actions, and that additionally communicate benefits which individuals receive. The scholars suggested that modern banking institutions would build sound image through delivery of socially beneficial and responsible goods and services.

Nejadmalayeri et al. (2013:300) evaluated the relationship between product market advertising and corporate bonds and noted that by enhancing visibility, advertising improved stock liquidity and returns. The study reported that without proven effectiveness in improving revenues, large pre-interest advertising expenditures can be seen as eroding a firm’s ability to meet its debt service obligations. The scholars cautioned that firms with ineffective advertising experience reduced bond market liquidity and a higher cost of debt.

Ghanbari (2013:133) evaluated the application of new media for customer relationship management in modern corporate houses of India and Iran and noted that India and Iran achieved notable success in the fields of business management and customer relationship management. The study revealed that corporate houses practiced both corporate advertising and customer relationship management on the basis of tested and tried new media of communication in the new millennium.

2.3. Indian Studies

Nageshwaran (1955:296) evaluated the role of corporate communication in modern industrial organizations and noted that corporate communication played a decisive role in the process of management of modern industrial organizations in India. The researcher suggested that corporate communication should be developed systematically in order to bridge the communication gap between the management and various stakeholders in modern industrial organizations.

Nath (1965:299) evaluated the corporate communication and advertising patterns and perspectives of modern industrial organizations with special reference to India and noted that organizational communication played a major role in the management of customers and other publics of modern industrial organizations in India. The researcher suggested that organizational communications should be
developed systematically in order to bridge the communication gap between the organizational and constituent publics in modern industrial organizations.

Rao (1965:333) evaluated some aspects of industrial communications including customer relationship management in modern Indian organizations and noted that industrial communication patterns and practices were not developed on the basis of systematic evaluation of the needs of various stakeholders. The researcher suggested that corporate communication and advertising services should be strengthened in order to facilitate meaningful industrial relations and development in modern organizations.

Lahiri (1969:228) evaluated the corporate communication patterns and practices in business organizations with special reference to India and noted that corporate communication developed in India as a way of life over a period of time. The researcher suggested that corporate communications should be developed systematically in order to bridge the communication gap between the management and various publics.

Agarwal (1972:06) evaluated the corporate communication behaviour and technological environment of a manufacturing organization in India and noted that corporate communication and advertising were not properly developed in the manufacturing organization concerned with a view to improve human relations and productivity. The researcher suggested that manufacturing organizations should have a well developed corporate communication system including customer relationship management in order to achieve success.

Agarwal (1973:07) evaluated the relationship between technology and communication behavior in an Indian organization and noted that modern communication technologies were effectively used for the purpose of interactivity and reciprocal understanding. The researcher suggested that corporate communication and advertising services should be improved on the basis of technological applications and sound practices.

Agarwal (1974:05) evaluated the communications gap in modern organizations and noted that modern organizations did not have well developed communication infrastructural facilities and services. The researcher suggested that modern organizations should have a well developed corporate communications system in order to facilitate constant understanding and interaction between the organization and various publics.
Agarwal (1975:04) evaluated the corporate communications system, tools and practices in Bhilai Steel Plant and noted that the plant had an integrated approach to communication in general and participatory communication machinery in particular. The researcher suggested that Bhilai Steel Plant should develop suitable upward communication, downward communication and horizontal communication facilities and adopt appropriate organizational communication strategies which would boost employee relations in particular and organizational development in general.

Gupta (1976:154) evaluated the relationship between corporate advertising and communication management with special reference to India and noted that the process of management was enriched by the practice of corporate communication and advertising. The scholar has suggested that modern organizations should use communications media as effective tools of advertising, publicity and Public Relations in order to achieve the goals of organizational development and customer retention.

Abraham (1977:02) evaluated corporate advertising contents of selected Indian periodicals and noted that print media earned sizable income from corporate advertisements. The scholar suggested that modern organizations should promote multi-media oriented corporate advertising practices in order to manage the customers who are spread across the length and breadth of the country.

Indian Society of Advertisers (1978:183) evaluated the attitude towards advertising with reference to India and noted that corporate advertising became a prominent instrument of consumerism in Indian society. The study suggested that corporate advertising should be promoted on the basis of systematic customer research and allied promotional measures.

Yadava and Goutam (1980:418) evaluated the role of corporate communication in modern organizations with special reference to India and noted that corporate advertising became an important component of organizational communication in modern society. The scholars have suggested that modern organizations should make use of effective communication ideas and motivate the employees, customers and other constituent publics to play a supportive role in the process of business promotion.

Chohan (1981:73) evaluated the role of communication in the process of management in modern organizations with special reference to India and noted that communication was not an important component of organizational management
process. The researcher suggested that corporate communications should be developed and utilized properly in modern organizations in order to enhance mutually beneficial relationship between the management and various stakeholders.

Gallagher (1981:130) evaluated the unequal opportunities with reference to women and media in modern society and noted that the portrayal of women in mass media was not fair and positive. The study revealed that the Indian society so far had produced more studies on the representation of women in media than scholars studying Iran or any other South Asian country. The study emphasized the need for protection of gender justice and professional norms while managing advertising campaigns.

Mohan (1982:285) evaluated the advertising themes in 1970s with reference to Indian business organizations and noted that most of the advertising contents were related to consumer goods as compared to non-consumer goods and services. The scholar suggested that corporate advertising should not promote consumerism and adversely affect the social and cultural spheres of Indian society.

Kumar (1982:224) evaluated the communication pattern in private sector with special reference to India and noted that corporate communication system was fairly developed in the organizations in order to enlist the active participation of employees, customers and other publics in the process of organizational development. The scholar suggested that corporate communications should be developed systematically in order to unite, co-ordinate and control the personnel and various publics in modern organizations.

Agarwal (1983:08) evaluated the relationship between corporate advertising and buying practices of the consumers and noted that corporate advertising played a major role in influencing the behavior of customers. The scholar suggested that effective corporate advertising strategies should be adopted in order to effectively manage the customer relationship and enhance their buying prospects.

Mohan and Banerjee (1989:285) evaluated the role of communication in the management of modern organizations and noted that corporate communication programmes were not based on systematic research relating to various publics including the customers. The researcher suggested that modern organizations should have a well developed corporate communication system in order to boost organizational development through active participation of constituent publics in the affairs of the organization.
Mohan (1989:287) evaluated the process of advertising management in modern organizations and noted that corporate advertising programmes became an important component of corporate communication in modern organizations. The scholar suggested that corporate advertising management should be undertaken on the basis of customer research and advanced practices.

Rath (1989:334) evaluated the relationship between corporate communication and industrial relations in modern India and noted that tailor made corporate communication practices did not exist in modern organizations. The scholar has suggested that modern industrial organizations should develop appropriate corporate communication systems, tools and techniques in order to achieve the goals of organizational development, marketing promotion and customer welfare.

Rao (1990:332) evaluated the relationship between corporate communication and export performance of large private sector companies and noted that most of the private undertakings vigorously practiced corporate communication in order to enhance their economic status and promote export of goods and services in modern society. The scholar suggested that corporate advertising strategies in relation to export management should be designed in consultation with specialists in modern times.

Dhar (1990:104) evaluated the organizational management and corporate communication processes of foreign controlled companies in India and noted that corporate communication activities were greatly influenced by foreign controlled companies. The scholar suggested that locally relevant corporate communication and advertising practices should be designed in order to achieve progress in customer relationship management.

Venkataraman and Prescott (1990:396) evaluated the environment-strategy co-alignment with reference to India and noted that public service advertisements played a crucial role in creating awareness among the people about their environment related obligations and responsibilities. The scholars suggested that Indian public sector and private sector organizations should adopt environment friendly corporate advertising strategies.

Chakravarthi and Lorange (1991:67) evaluated the strategic intent of the management from the point of view of image building and observed that corporate advertising was practiced in modern organizations to build sound corporate image.
The scholars defined organizational vision as an articulation of top management’s strategic intent which benefitted the corporate house.

Balan (1992:24) evaluated the corporate communication system and practices in India and authored a book which is widely appreciated by the scholars. The author has noted that corporate communication and advertising services have developed in India over a period of time as important instruments of organizational management. The scholar has suggested that corporate public relations should be developed scientifically in India in order to promote organizational development.

Mishra (1992:284) evaluated the relationship between the sales promotion and advertising management with reference to India and noted that customers were greatly influenced by the corporate advertising campaigns launched by public and private undertakings. The scholar suggested that corporate advertising programmes should be designed in consultation with experts and findings of customer research projects.

Rayudu (1993:337) evaluated the relationship between communication and management with reference to Indian society and noted that corporate communication became an effective instrument of organizational management in general and customer relationship management in particular in modern society. The scholar has suggested that modern communications media should be managed scientifically and systematically in order to bridge the communication gap and enhance interaction between the management and various publics of modern organizations.

Narula (1994:297) evaluated the relationship between mass communication and organizational management with reference to India and noted that mass media played a major role in the enhancement of corporate identity in modern society. The scholar has suggested that modern organizations should promote media relations in order to enhance corporate reputation and salability of the products and services.

Ratnaswamy (1995:335) evaluated the relationship between corporate communication and organizational management with reference to India and noted that modern public sector undertakings lagged behind the private sector undertakings in the development of corporate communication system and bridging the gap between the organization and constituent publics. The researcher suggested that modern organizations should have a well developed communication system and professionally competent organizational communicators in order to boost organizational reputation, salability of products and business prospects.
Pothuval (1995:324) evaluated the role of corporate communication in the progress of modern industrial organizations in India and noted that corporate communication has become an important aspect of management of industrial organizations. The scholar has suggested that corporate communication should be developed in modern industrial organizations to improve industrial relations in general and management – customer relations in particular.

Sardana (1995:352) evaluated the evolution, status and challenges of public relations in India and noted that corporate communication has been practiced systematically in Indian organizations in order to reach out to various publics. The scholar has suggested that corporate communication and advertising campaigns should be organized on the basis of scientific research in Indian organizations.

Bhimani (1995:48) evaluated the growth and development of corporate communication in India and noted that modern organizations enhanced their reputation through effective corporate communication and advertising programmes. The scholar has suggested that corporate communication should be developed systematically in India in order to achieve the goals of organizational development in general and customer relationship management in particular.

Venkataraman (1995:395) evaluated the role of communication in the management of modern organizations in India and noted that communication has become an important management function over a period of time. The scholar suggested that corporate communication system and operations should design on the basis of scientific evaluation in order to achieve the goals of organizational development.

Devarajan (1996:103) evaluated the process of organizational communication management in modern organizations with special reference to India and noted that corporate communication has become the life blood of modern organizations. The researcher suggested that corporate communications should be systematically developed in modern organizations in order to achieve the goals of organizational development including customer relationship management.

Bandopadhyay (1996:29) evaluated the role of new media including Internet in the process of corporate communication in modern Indian organizations and noted that Internet provided the benefit of interactivity between the organizations and customers on round the clock basis. The researcher suggested that Internet and other new media of communication should be utilized properly in modern organizations in
order to achieve the goals of organizational development through effective corporate communication and advertising.

Dutta (1996:115) evaluated the relationship between corporate communication and organizational development in the age of globalization and noted that corporate communication has become a new way of life in modern organizations. The researcher suggested that corporate communications should be systematically developed in modern organizations in order to increase the opportunities for better interaction between the organization and various publics in modern society.

Malaviya and Sternthal (1996:258) evaluated the role of corporate communication in customer relationship management and noted that customers developed the ability to process the advertisements and take right decisions in regard to the consumption of goods and services. The scholars suggested that customer-friendly corporate advertising campaigns should be launched by the corporate houses in order to enhance the salability of goods and services.

Ghosh (1996:135) evaluated the role of corporate communication in modern Indian organizations and noted that corporate communication has become an important component of organizational management in modern India. The researcher suggested that corporate communication should be promoted on the basis of enlightened approaches, scientific evaluation and advanced communication tools and technologies.

Chaudhuri (1996:70) evaluated the relationship between multi-media and corporate communication in modern organizations with special reference to India and noted that multi-media were not fully and properly used in modern organizations as effective tools of corporate communication and customer relationship management. The researcher suggested that multi-media of communication should be utilized properly in modern organizations in order to bridge the communication gaps between the management and various stakeholders including the customers in modern organizations.

Ajayi (1997:10) evaluated the corporate image management in the private sector with reference to India and noted that organizations achieved notable success in the field of business management on the basis of systematic image building exercises carried out by corporate communicators. The scholar also pointed out that sound image building was a pre-requisite to sustainable organizational development in modern corporate environment.
Kumar (1997:225) evaluated the role of communication in the process of industrial organizational management and noted that corporate communication has become an important aspect of industrial relations in Indian society. The scholar has suggested that corporate communications system should be developed in Indian industrial organizations in order to boost production, productivity, salability, popularity and progress.

Guptan (1997:155) evaluated the role of communication in the management of modern organizations and noted that socio-anthropological considerations did not play a major role in the development of corporate communication system. The scholar has suggested that corporate communication should be developed scientifically in India in order to boost organizational development through customer relationship management, employee relations and allied activities.

Kumar (1998:226) evaluated the role of communication in the management of modern organizations and noted that corporate communication assumed great significance in Indian society. The scholar has suggested that corporate communications system should be developed and managed on sound principles and practices in modern Indian organizations in order to boost human relations, sales promotion, organizational reputation and institutional development.

Goel (1999:137) evaluated the relationship between organizational communication and information technologies in modern society and noted that advanced information technologies enhanced the status of corporate communication and created a virtual environment. The scholar has suggested that modern organizations should make use of communication media and information technologies in order to bridge communication gaps between the organization and constituent publics.

Bhatia (2000:47) evaluated the growth of media advertising in rural India in terms of history, language, marketing communication and consumerism. The study revealed that the tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC. The scholar suggested that corporate advertising services should not promote unhealthy consumerism in a developing country like India. The study also emphasized the need for professionally and socially responsible advertising campaigns in order to safeguard gender justice and public interest.

Pradhan (2001:325) evaluated the corporate communication system with special reference to National Aluminum Company Ltd., Bhubaneswar, Orissa, India.
and noted that downward communication originated at all levels while the upward communication was not as effective tool of employee relations in the organization concerned. The scholar suggested that corporate communication system should be designed in order to enhance the participation of employees, customers and other constituent publics in the process of organizational development.

Gupta (2001:153) evaluated the role of corporate advertising in a developing economy like India and noted that corporate advertising played a major role in creating a favorable marketing environment for the sale of goods and services. The scholar suggested that corporate advertising should be practiced on the basis of ethical considerations, professional excellence and scientific evaluation.

Ojha (2001:307) evaluated the role of corporate communication in the management of modern organizations in India and noted that corporate communication became an important component of management of modern organizations. The scholar suggested that organizational communications should be developed in order to cement all communication gaps and facilitate organizational development through active participation of various stakeholders in the process of organizational management.

Gupta (2003:151) evaluated the corporate communication practices of TVS Motor Company and noted that corporate communication played a major role in terms of corporate image building, financial stakeholder management, brand tracking, competitive monitoring, crisis management and handling of various sports activities. The researcher suggested that modern organizations should have a well developed corporate communication system and operations in order to enrich customer relationship management and status of modern organizations.

Aswathappa (2003:19) evaluated the essentials of business environment and noted that corporate communication and advertising practices enabled business promotion in modern organizations. The scholar suggested that business environment could be enriched through the proper corporate communication and advertising principles and practices.

Sriramesh (2004:373) evaluated the strategic international public relations management and research and noted that corporate communication has become a global phenomenon which has widened the prospects of economy. The scholar suggested that international collaborations would go a long way in enriching the
quality of international public relations management in particular and business environment in general.

Shivkumar (2005:370) evaluated the management of global brand advertising and noted that three kinds of globalists – the purists, pragmatists and entrepreneurs demanded different kinds of advertising services since they shared different background, perception and needs. The scholars suggested that modern corporate houses should stop sharing a common advertising slogan for the brand.

Bansal et.al. (2005:31) evaluated the impact of cigarette advertising in Mumbai by targeting different socio-economic groups, women and youth. The study revealed that cigarette companies have developed sophisticated campaigns targeting men, women and children in different socio-economic groups. The scholars suggested that understanding these marketing strategies is critical to minimize the exploitation of loopholes in tobacco control legislation.

Vyas (2005:401) evaluated the role of media advertising in sales promotion and noted that women and other consumers were greatly influenced by the media advertising in modern society. The study also emphasized the need for professionally and socially responsible advertising campaigns in order to safeguard gender justice and public interest. The scholar suggested that scientific measurement of consumer preferences for sales promotion would enable substantial success in terms of business promotion.

Banerji and Balakrishnan (2006:30) evaluated the relationship between corporate communication and corporate identity with reference to Indian organizations and noted that organizations which did not deliver environment – friendly and user – friendly services suffered from identity crisis. The scholars suggested that scientific investigations should be a meaningful substitute for traditional beliefs in regard to customer relationship management and business promotion.

Chunawalla et.al (2006:78) evaluated the corporate advertising in India and noted that modern organizations practiced corporate advertising in order to enhance the salability of goods and services. The scholars have provided certain practically relevant guidelines for the enhancement of the status of corporate advertising and customer relationship management in Indian society.

Maheshwari and Ganesh (2006:257) evaluated the ethical considerations of corporate communication and advertising with special reference to Tata Steel, India.
and noted that ethical dimension of decision-making in modern organizations has substantially increased in recent years following the failure of some of the prominent business organizations owing to strong social condemnation of some of their business practices. The researchers have suggested that modern organizations should develop corporate advertising operations on the basis of social responsibility, consumer welfare and social welfare considerations.

Narula (2006:298) evaluated the corporate communication and advertising practices of modern organizations and noted that corporate communication has become an important instrument of organizational development in the modern society. The scholar has suggested that corporate communication should be developed in modern organizations as a prominent instrument of employee relations, customer relations and organizational development.

Bansal (2007:31) evaluated the use of trademark in comparative advertising with reference to India and noted that corporate advertising played a major role in business promotion. The scholar suggested that appropriate use of trademark would make all the difference in retaining customer loyalty.

Sengupta (2007:364) evaluated the brand positioning strategies for competitive advantage and noted that promotion of image and reputation basically involved the use of public relations and corporate communication in modern society. The scholar has also observed that corporate communicators should be trained in the art of brand positioning in order to gain the benefit of effective customer relationship management.

Gupta and Mittal (2007:152) evaluated the relationship between corporate advertising and media management with reference to India and noted that corporate advertising process has been strengthened on account of sound media relations practiced by the corporate houses. The scholars have suggested that corporate advertising services should be strengthened on the basis of customer research and deliberate strategies.

Sharamani (2007:367) evaluated the role of media relations in corporate public relations practice and noted that modern organizations which saw beyond media relation’s promotional role fully benefitted from their strategic value. The scholar also observed that a media relation was an investment made in the strategic role of modern organizations.
Shailaja (2007:366) evaluated the avenues amid advertising regulations for socially unacceptable products with special focus on alcohol in India and noted that alcohol related advertisements were not strictly prohibited in Indian society. The scholar has suggested that strict advertising regulations should be followed in India in order to protect the health of young people.

Shah and D’Souza (2009:365) evaluated the relationship between corporate advertising and sales promotion in India and noted that media advertising played a crucial role in the enhancement of sales promotion. The study also emphasized the need for professionally and socially responsible advertising campaigns in order to safeguard gender justice and public interest. The scholars suggested that media advertising strategies should be formulated in accordance with customer research findings and authentic consultation services.

Tantia and Krishnan (2009:383) evaluated the status of brand building through customer service in respect of Samsung, a leading industrial house in India and noted that the Indian consumer durables industry had witnessed intense competition. The study revealed that modern corporate houses like Samsung created a competitive edge over other companies in the management of reputation over a period of time.

Mathew and Dambal (2010:266) evaluated the factors affecting consumer attitude towards mobile advertising in India and noted that electronic and mobile advertising was increasingly practiced by the modern service providers. The study also emphasized the need for professionally and socially responsible advertising campaigns in order to safeguard gender justice and public interest. The scholars suggested that mobile advertising services should be delivered without affecting the privacy and progress of the youth, women and other consumers in modern society.

Desai and Syed (2010:100) evaluated the role of two leading advertising agencies of India and noted that these organizations earned an enviable reputation through creative work and notable performance in the Indian advertising industry. The study also revealed that modern corporate houses primarily depended on reputed advertising agencies to design and implement scientific corporate image building strategies in a competitive business environment.

2.4. Karnataka State Studies

Mamatha (2004:261) evaluated the organizational communication systems and the development of models for the system improvement in Karnataka State of India.
The researcher observed that the subject matter of the adoption of information technology mediated communication media and its capacity to assist in the accomplishment of the assigned task has not been fully investigated. The researcher suggested that the success of organizational communication depends on the systematic choice of media and utilization of professionally competent organizational communicators.

Murthy and Bhojanna (2007:295) evaluated the media advertising practice with reference to Karnataka and noted that leading public and private organizations practiced media advertising on a priority basis. The scholars have suggested that corporate communication and advertising services should be enriched on the basis of authentic data, field experience, gender justice, social welfare and other considerations.

Prakash (2007:326) evaluated the public relations practices in public sector with special reference to Karnataka Power Corporation Limited of Bangalore City in Karnataka State. The researcher observed that Karnataka Power Corporation had a well developed internal and external communication system and practices. The researcher suggested that corporate communications should be further developed in terms of upward communication, downward communication and horizontal communication with respect to internal communications. Besides this, the constituent publics namely, distributors, government personnel, media professionals, customers and community publics should also be reached out through target group – specific tools and techniques of corporate communication.

Sapna (2008:351) evaluated the communication patterns employed for effective internal relations in public and private undertakings with reference to Karnataka and noted that private undertakings gained an upper hand over public undertakings in terms of corporate communication and internal communication resources, strategies and practices. The scholar has suggested that employee communication should be practiced in order to motivate them to become effective cultural and brand ambassadors.

Ananthakrishnan (2011:13) evaluated the impact of corporate communication on internal public with reference to Hindustan Aeronautics Ltd, Bangalore, India and noted that internal communication system was sound and created better communication between the management and employees. The scholar suggested that internal communication system should be promoted in a systematic way in order to
motivate the employees to discharge their duties willingly and efficiently and project their organization as a people friendly and progress friendly institution.

Raghavendra (2013:331) evaluated the system, process and practices of corporate communication in leading public and private corporate houses of Karnataka state and observed that both public and private corporate houses accorded high priority for the management of systematic corporate communication. The study also revealed that modern corporate houses invested a sizable chunk of revenue on corporate advertising for better image building and reputation management.

2.5. Summary


The major deficiency observed in their works was the lack of emphasis either on corporate advertising management or corporate reputation management with respect to Karnataka state. Further, past studies did not indicate the factors contributing to the corporate advertising management efficiency with reference to corporate image building in the study area. Scientific investigations dealing exclusively with the role of advertising in the corporate image building in public and private undertakings of Karnataka State are inadequate as seen through the paucity of literature.