

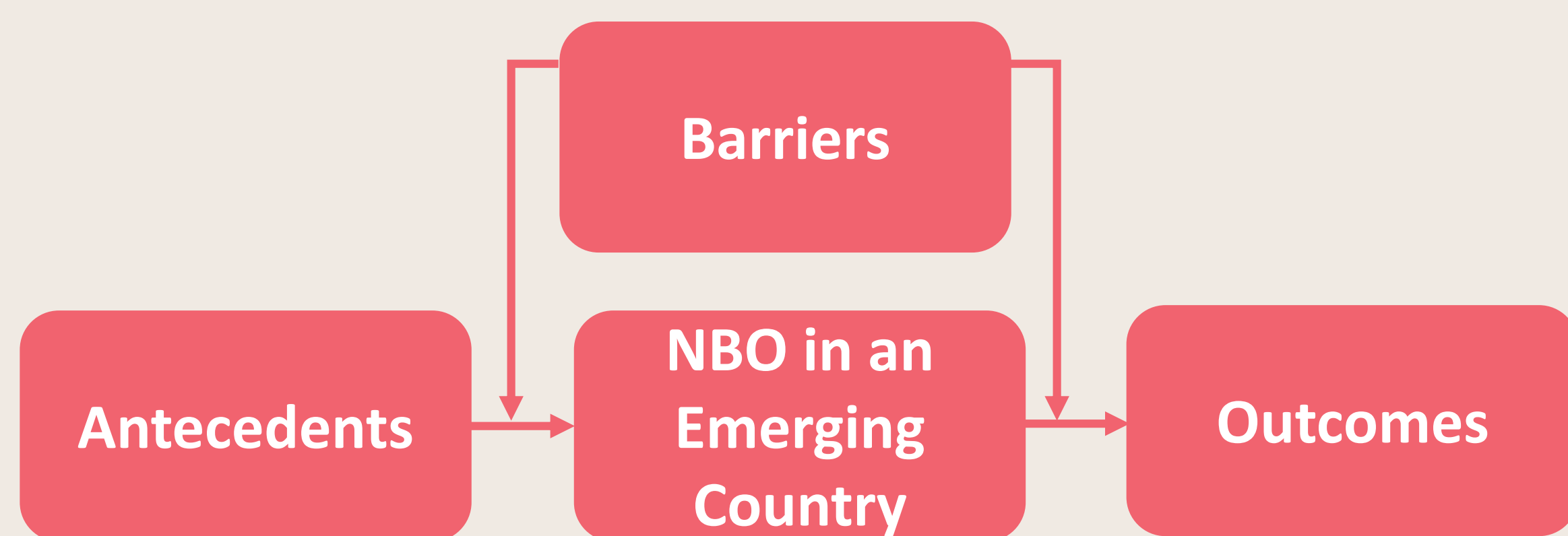
Context

- ❖ Emerging economies, such as Brazil, still face many challenges. One of which is the lack of social services (Sheth 2011).
- ❖ In this context, third sector organizations have found innovative and cost-effective ways to address the problems of these markets by adapting marketing strategies to support their initiatives (Casey 2016; Ernst et al 2015; Sheth 2011).
- ❖ One such strategy is the non-profit brand orientation (NBO) which has proven effective, leading social organizations to be more successful in fulfilling their mission (Liu et al 2015; Napoli 2006).
- ❖ However, studies on this strategy still focus on developed economies (Anees-ur-Rehman et al 2016).

Aims

- ❖ To develop a theoretical model to demonstrate the relationship between NBO, antecedents, outcomes and barriers;
- ❖ To identify and to validate statistically the elements that form: the NBO, antecedents, outcomes and barriers to NBO in an emerging country;
- ❖ To test the model in Brazil.

Model



Phases and Methods



Funding



References

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