

15. Raza, A., Farrukh, M., Iqbal, M. K., Farhan, M., & Wu, Y. (2021). Corporate social responsibility and employees' voluntary pro-environmental behavior: The role of organizational pride and employee engagement. *Corporate Social Responsibility and Environmental Management*, 28(3), 1104–1116. doi:10.1002/csr.2109
16. Sobia Zeeshan, Siew Imm Ng, Jo Ann Ho & Amer Hamzah Jantan | (2021) Assessing the impact of servant leadership on employee engagement through the mediating role of self-efficacy in the Pakistani banking sector, *Cogent Business & Management*, 8:1, 1963029, DOI: 10.1080/23311975.2021.1963029
17. Tauetsile, J. (2021). Employee engagement in non-Western contexts: The link between social resources Ubuntu and employee engagement. *International Journal of Cross Cultural Management*, 21(2), 245–259. doi:10.1177/14705958211007874

**Dr. Nidhi Bhagat**  
**Anurag Kumar**  
MSOB LPU (Jalandhar, India)

## **INTERNET BRANDING: FLOURISHING INTERNET AS A BRANDING TOOL**

**Purpose:** The aim of this research paper is to report on preliminary research that tries to advance understanding of online branding and how the online channels are used to help branding. In this paper an attempt has been made examine the extent to which e-WOM among consumers can influence brand image and purchase intention.

**Introduction:** In the internet market, websites are the main interface between online dealers and their customers. Website design plays an important role in attracting and retaining customers' interest and in inducing their purchase behavior. Internet branding, often known as online branding, is a brand management strategy that leverages social media platforms like Facebook and Twitter to position a company in the marketplace. The importance of branding is rising as the internet develops. Social media involvement and integration are also a part of internet branding. People are using word of mouth to spread awareness about the brand that works positively for brands. Online communities, online advertisement, and brand image are the factors that play an important role for building a strong presence on internet platforms. Measurement items are taken from existing scales found in the literature.

**Methodology:** Jalivand & Samiei's scale has been taken to check the purchase intention of consumer. Sample of the study includes students of different universities located in Punjab. Data will be collected through primary source and Questionnaire has been prepared to collect the data. The scales are evaluated for reliability, convergent validity, and discriminant validity using data collected in a survey. A structural equation modeling procedure will be applied to the examination of the influences of e-WOM on brand image and purchase intention.

**Results:** This paper will help to understand more about online branding, a strong presence on internet platforms is very much necessity in this modern era of business.

Key words: internet branding, online branding, E-WOM, brand image, online communities, online advertisement.

#### REFERENCES:

1. Kisiolek, A., Karyy, O., & Halkiv, L. (2021). The utilization of Internet marketing communication tools by higher education institutions (on the example of Poland and Ukraine). *International Journal of Educational Management*.
2. Chauhan, S., Akhtar, A., & Gupta, A. (2022). Customer experience in digital banking: A review and future research directions. *International Journal of Quality and Service Sciences*.
3. Goyal, A., & Verma, P. (2022). The relationship between brand engagement, brand loyalty, overall brand equity and purchase intention. *Journal of Strategic Marketing*, 1-15.

**Reetika Malik**

Science tutor *Dr. Nadeem Ahmad Bhat*  
LPU (Phagwara, India)

#### THE GREEN ECONOMY AND DIGITAL ECONOMY: AN OPPORTUNITY OR A CHALLENGE?

The concept of sustainable development, as stated by the Brundtland report as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs," was formally adopted at the United Nations (UN) conference on the environment and development held in Rio de Janeiro in 1992 [1]. The term green economy was first used twenty years later, at Rio+20 [2].

International organisations such as the United Nations Environment Programme and The World Bank (2012) see this popular concept as a means to achieve long-term sustainability [3]. Furthermore, the green economy has been extensively used to address the financial and climate change crises [3] and it is a critical component in achieving the Paris meeting's climate mitigation goals. The concept of a green economy has been discussed in academia for much longer than its implementation in policy. Pearce et al. first proposed the green economy in 1989 as a response to the current pricing structure's undervaluation of environmental and social costs [4]. The concept has since been developed. A green economy, according to UNEP (2011a) [3], is one that "significantly reduces environmental risks and ecological scarcity while improving well-being and social equity."