

Formato de citación autor-fecha (Ciencias sociales y Humanidades)

Journal of Business Research 65 (2012) 648–657

Contents lists available at ScienceDirect

Journal of Business Research

1. Introduction

Identifying the psychological process/path to consumer brand loyalty is a focal issue in marketing research (Chaudhuri and Holbrook, 2001; Harris and Goode, 2004; Oliver, 1999; Woodside and Walser, 2007). Extant literature presents several perspectives on this issue (Harris and Goode, 2004). These studies frequently propose differing central or pivot constructs, including trust (Morgan and Hunt, 1994), customer satisfaction (Garbarino and Johnson, 1999; Oliver, 1999), and perceived value (Sirdeshmukh et al., 2002; Sweeney and Soutar, 2001) to brand loyalty. An integrated approach is emerging that incorporates these constructs into holistic conceptualizations (Garbarino and Johnson, 1999; Harris and Goode, 2004). To date the literature pays insufficient attention to social identification antecedents (e.g., brand identity and brand identification) to brand loyalty and has not yet incorporated them into traditional frameworks.

Recent studies suggest that a social identity perspective could be insightful in describing the relationship between a company and stakeholders (Ahearne et al., 2005; Bhattacharya and Sen, 2003; Mukherjee and He, 2008). A social identity perspective advocates the study of consumers' identity motives, specifically self-expression, self-enhancement, and self-esteem in developing meaningful relationships with companies and brands (Bhattacharya and Sen, 2003;

Social identity perspective on brand loyalty[☆]

Hongwei He^{a,*}, Yan Li^b, Lloyd Harris^a

^a Warwick Business School, University of Warwick, Coventry, CV4 7AL, UK

^b Oxford Brookes University Business School, Wheatley Campus, Oxford OX33 1HX, UK

References

- Aaker DA. Brand Portfolio Strategy. New York: The Free Press; 2004.
- Ahearne M, Bhattacharya CB, Gruen T. Antecedents and consequences of customer-company identification: expanding the role of relationship marketing. *J Appl Psychol* 2005;90(3):574–85.
- Anderson J, Gerbing D. Structural equation modelling in practice: a review and recommended two-step approach. *Psychol Bull* 1988;103(3):411–23.
- Anderson EW, Fornell C, Mazvancheryl SK. Customer Satisfaction and Shareholder Value. *J Mark* 2004;68(4):172–85.
- Ashforth BE, Harrison SH, Corley KG. Identification in organizations: an examination of four fundamental questions. *J Manage* 2008;34(3):325–74.
- Ashforth BE, Mael FA. Social identity theory and the organisation. *Acad Manage Rev* 1989;14(1):20–39.
- Baek TH, Kim J, Yu JH. The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychol Mark* 2010;27:662–78.
- Bagozzi R, Dholakia UM. Antecedents and purchase consequences of customer participation in small group brand communities. *Int J Res Mark* 2006;23(1):45–61.
- Balmer JMT. Corporate identity, corporate branding and corporate marketing—seeing through the fog. *Eur J Mark* 2001;35(3/4):248–91.
- Baron RM, Kenny DA. The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations. *J Pers Soc Psychol* 1986;51(6):1173–82.
- Berens GC, van Riel BM, van Bruggen GH. Corporate associations and consumer product responses: the moderating role of corporate brand dominance. *J Mark* 2005;69(3):35–48.
- Berger J, Heath C. Where consumers diverge from others: identity signaling and product domains. *J Consum Res* 2007;34(2):121–34.
- Bhattacharya CB, Sen S. Consumer-company identification: a framework for understanding consumers' relationships with companies. *J Mark* 2003;67(2):76–88.
- Breivik E, Thorbjørnsen H. Consumer brand relationships: an investigation of two alternative models. *J Acad Mark Sci* 2008;36(4):443–72.
- Burnham KP, Anderson DR. Model selection and multimodel inference. A practical information-theoretic approach. New York, NY: Springer; 2002.
- Chaudhuri A, Holbrook MB. The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *J Mark* 2001;65(2):81–93.
- Chun R, Davies G. The influence of corporate character on customers and employees: exploring similarities and differences. *J Acad Mark Sci* 2006;34(2):138–46.

Cita dentro del texto: (autor + fecha)

Bibliografía final: Por orden alfabético

Formato de citación numérico (Medicina, Matemáticas, Ingeniería)



Surgical Complications of Submandibular Gland Excision[☆]

Monica Hernando,^{a,*} Rosa Maria Echarri,^a Muhammad Taha,^a Luz Martin-Fragueiro,^b Ana Hernando,^c Guillermo Plaza Mayor^a

Introduction

The removal of the submandibular gland has been a well-established surgical procedure for over 40 years,¹ but it still remains a challenge for surgeons due to the risk of damaging the marginal branch of the facial nerve and the hypoglossal and lingual nerves.^{1,2} Surgical resection is typically the treatment of choice in the submandibular gland, both when affected by a tumour and by a treatment-resistant, chronic medical condition.³ However, there has been a decline in its use during recent years.

Tumoral involvement of the salivary gland is rare, accounting for 3% of all head and neck tumours,²⁻⁴ although the incidence of these tumours is increasing with respect to epithelial lesions of the upper aerodigestive tract. Moreover, while in the parotid gland only 1 in 6 tumours is malignant, in the submandibular gland this percentage is higher, reaching over one third of cases.²

Modern imaging techniques are being introduced in cases of sialolithiasis or inflammatory diseases that enable endoscopic diagnosis and treatment of salivary litiasis with a low number of complications.⁵⁻⁸ However, it still remains unclear whether the recurrence rates and complications are equivalent to those of conventional excision of the gland.⁹

The objective of this study was to assess the current morbidity of submaxillectomy, by reviewing a number of submaxillectomies performed in our area over the past 5 years, with an emphasis on surgical complications.

References

1. Yoel J. Atlas de cirugía de cabeza y cuello. Barcelona: Salvat; 1991. p. 699-701.
2. Shah JP. Head and neck surgery. Barcelona: Mosby-Wolfe; 1996. p. 440-3.
3. Witt RL, Maygarden SJ. Benign tumors, cyst, and tumor-like condition of the salivary glands. In: Witt RL. editor. Salivary gland diseases. Surgical and medical management. New York: Thieme Medical Publishers; 2005. p. 114.
4. Upton DC, McNamar JP, Connor NP, Harari PM, Hartig GK. Parotidectomy: ten-year review of 237 cases at a single institution. Otolaryngol Head Neck Surg. 2007;136:788-92.
5. Eggers G, Chilla R. Ultrasound guided lithotripsy of salivary calculi using an electromagnetic lithotripter. Int J Oral Maxillofac Surg. 2005;34:890.
6. Marchal F. Sialendoscopy. In: Myers EN, Ferris RL, editors. Salivary gland disorders. Berlin: Springer; 2007. p. 127-49.
7. Baptista PM, Gimeno-Vilar C, Rey-Martínez JA, Casale-Falcone M. Sialoendoscopia: una nueva alternativa en el tratamiento de la patología salival. Nuestra experiencia. Acta Otorrinolaringol Esp. 2008;59:120-3.
8. Shekar K, Singh M, Godden D, Puxeddu R, Brennan PA. Recent advances in the management of salivary gland disease. Br J Oral Maxillofac Surg. 2009;47:594-7.
9. Preuss SF, Klusmann JP, Wittekindt C, Drebber U, Beutner D, Guntinas-Lichius O. Submandibular gland excision: 15 years of experience. Oral Maxillofac Surg. 2007;65:953-7.