Geo-Informatics and Space Technology Corporate Brand Personality and Implementation in Thailand

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— Review of —
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ABSTRACT

Corporate brand personality represents a corporate core value. Empirical study had been done for GISTDA, the organization providing data from geo-informatics and space technology in Thailand. This research aimed to explore corporate brand personality. Personality traits had been analyzed. Besides, a corporate brand personality plan for the organization was created. Qualitative research was employed for 50 respondents, including internal personnel, government agencies, and press. Results showed that organization brand personality had been viewed as practitioner or action type more than thoughts and feelings type of organization brand personality. The most distinctive corporate brand personality type was the collaborative working style, having a good teamwork to accomplish job. Besides, organization personality traits, conveying corporate identity, had been viewed as sincerity, excitement and ruggedness. Therefore, GISTDA had a corporate brand personality of practitioner who wanted to get things done by collaborative value creation with customers and all of stakeholders, with corporate identity working style of sincerity, excitement and ruggedness. The research contributes to corporate brand personality plan as suggested for GISTDA value proposition projects, including GISTDA Promise project, Voice from GISTDA, GISTDA Sphere and GISTDA Can Do Culture.

Keywords: Corporate Brand Personality, Corporate Brand Identity, Corporate Culture

1.INTRODUCTION

The importance of corporate brand personality to a successful organization has been mentioned in this decade. What an organization is and how he presents himself to customers and all of stakeholders are defined as corporate brand personality. Corporate brand identity, on the other hands, has been identified by corporate personality traits, conveying the characteristics from corporate values. The organization in this research is Geo – Informatics and Space Technology Development Agency (Public Organization) or GISTDA, a government organization in Thailand responsible for providing satellite remote sensing and Geographic Information System (GIS) data and services to both public and private sectors, nationally and internationally.

This research aimed to create corporate brand personality plan, leading to make corporate brand personality happen in the organization. Besides, the researcher set the

goal to communicate for corporate brand identity adoption from inside to outside organization. Finally, the researcher aimed to build sound brand personality to GISTDA in a view of organization responsibility to society and nation as a whole.

The outcome from corporate brand personality plan will promote GISTDA's four priority missions of **(1)** local social disparity problem solving **(2)** agriculture **(3)** ASEAN Grand Geospatial Platform investment promotion and **(4)** space technology development**.**
Corporate brand personality can reflect corporate values held by the organization**.** In case of GISTDA, the organization has set vision to deliver value from space, thus creating benefit for Thailand and society through 3 Cs corporate values, that are, C-Cluster, C-Connectivity and C-Co-creation**.** The result from the study is to create the impact for society in primary clusters by communicating values to the society and stakeholders, driving co -creative projects by GISTDA and customers or partners, as well**.**

2. LITERATURE REVIEW

According to Keller (2006)**,** a corporate brand personality can be defined in terms of the human characteristics or traits of the employees of a corporation as a whole, reflecting the values, words, and actions of employees and management in the organization. Therefore, the scope of the study has been focus on the corporate brand personality in three types. First, values or feeling type of corporate brand personality showing employees' working in passion and compassion style. Second, words or thoughts type of corporate brand personality, signifying staff 's creativity and disciplines in organizing job. Third, actions type of corporate brand personality, illustrating working style of employees in proactive or agile action and collaborative working style to work as a team and support customers and all of stakeholders. Corporate Brand Personality can be reflected to employee personality, as noted by Changchenkit (2017).

Corporate brand personality traits have been classified in five categories, as mentioned by Aaker (2014) ;

1. Sincerity
2. Excitement
3. Competence
4. Sophistication
5. Ruggedness

As shown in Figure 1
Corporate brand personality, therefore, can reflect corporate identity. Corporate can reshape the corporate identity by managing and creating activities inside the organization and conduct organization culture to help make people in the organization receptive to change.
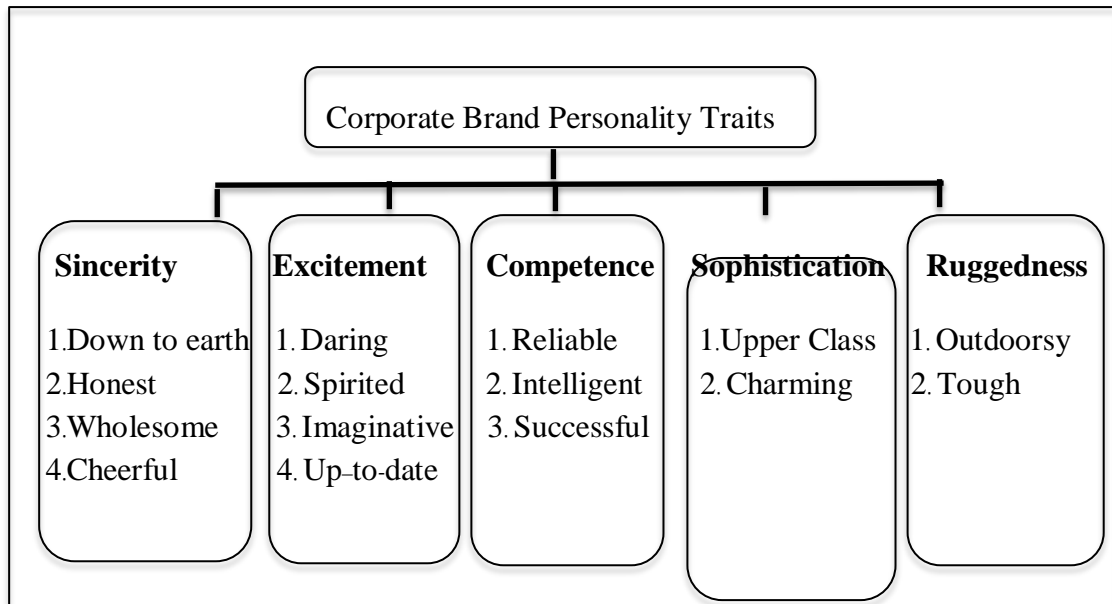
Figure 1: Types of Corporate Brand Personality Traits: Aaker (2014)

3. METHODOLOGY

Qualitative research has been employed for this research through in- depth interview and focus group method, with fifty respondents. Twenty four respondents have been listed from internal personnel, both from management level and operational level . While sixteen ones from decision makers of governmental agencies and ten people from press in a field of scientific news. Questionnaires have been designed separately upon to each group, including Corporate Brand Personality assessments, Corporate Brand Identity Evaluation and Live Personality Questions Parts.

4. DATA COLLECTION

4.1 Secondary Data

　　4.1.1 Research Report for GISTDA (during 2010-2011)

　　4.1.2 GISTDA Annual report in the year of 2011 – 2014

　　4.1.3 Organization Profile documents.

4.2 Primary Data

Primary data has been gathered through in-depth interview and focus group from three segments, that is, internal personnel for 24 respondents, governmental agencies 16 respondents and press 10 respondents.

6.GISTDA CORPORATE BRAND PERSONALITY MODEL

As for Figure 2, it shows that corporate brand personality design is a process from inside to outside. The output of the process is to create brand association. When people from outside think of geo – informatics and space technology organization, the name of GISTDA should have been placed in the top rank in customer perception. GISTDA has announced GISTDA Value Creation Strategy to customers and all of stakeholders that

GISTDA will deliver the value from space through 3 C's, that are, C-Cluster, C-Connectivity or Collaboration and C-Co-creation. Certainly. The value creation 3 C's has to be accomplished by way of GISTDA personality identity and image presentation. Thus, this research will help GISTDA create corporate brand personality, that has been scoped by corporate identity. Both will reflect to GISTDA image. Therefore, this research will construct the input factors of corporate brand personality, corporate identity and corporate image that could help create 3 C's value creation. The output is to create brand association for GISTDA in the near future.
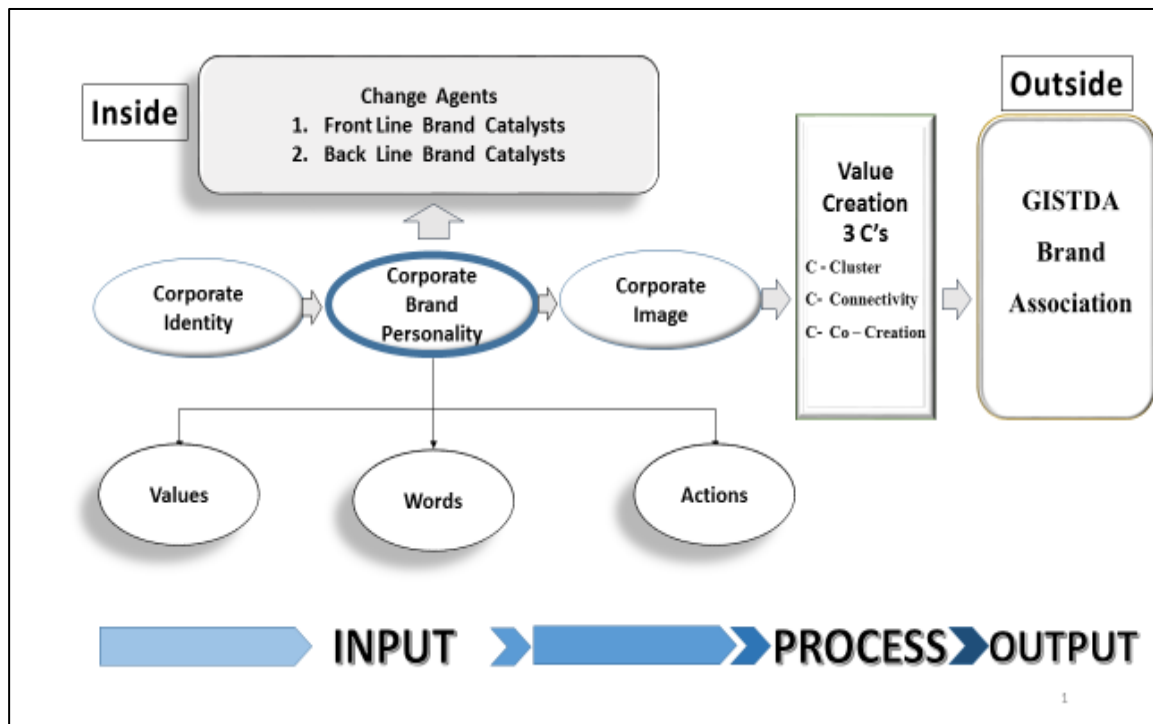
Figure 2 : GISTDA Corporate Brand Personality Model

Corporate Brand Personality for GISTDA contains into three parts, that is,

1. Values that conveys feelings from inside of GISTDA people. Passion from GISTDA people to accomplish work for customers and all of stakeholders, as well as , compassion feelings to contribute benefits to customers , society and others parties ,as a whole, will reflect the value of the organizations.

2. Words that presents thoughts of GISTDA people. Creativity in job and working style that follow the rules or disciplines that has been set will reflect way of thinking from GISTDA people.

3. Actions that shows the performance and activities from GISTDA to reach organization mission and vision. Agility to get job done in a proactive and positive style as well as the collaborative job performing by coordinating with customers and others related parties will reflect GISTDA people actions.

Qualitative research by in-depth interview and focus group can reveal the strong points that GISTDA, from internal personnel, governmental agencies and press 's points of view , has from its personality. To reshape corporate brand personality, GISTDA

require people who can act in the role of change agents, either working in the front line functions or back line functions.

As for the **Corporate Identity**, it reveals GISTDA's personality traits that can make other recall GISTDA by its look and appearance. There are five types of corporate identity or personality traits, that are,

1. Sincerity
2. Excitement
3. Competence
4. Sophistication
5. Ruggedness

Result from research will show which type of personality traits that GISTDA is in. In the last part, **Corporate Image**, it is the communication and presentation that GISTDA wants to convey its personality and identity to public. In this study, researcher recommends the value proposition strategy to create desired Corporate Brand Personality for GISTDA, enhancing valued Corporate Identity, thus conveying image that GISTDA is one of the organization that has a good social responsibility and gains national significance. The value proposition strategy for GISTDA contains fours strategies, that is, GISTDA Promise, Voice from GISTDA, GISTDA Sphere and GISTDA Can Do Culture.

6. FINDINGS

6.1 Corporate Brand Personality

The result showed that most of the respondents agreed that corporate brand personality of GISTDA was in the action type of corporate brand personality, (mean=3.99). They worked in a collaborative style to make job and goal accomplished,(mean=4.16). Therefore, GISTDA has been viewed from their personality like a man who loves to work with other, helping others to fulfill their goal in job. As shown in Table 1.

Table 1 Corporate Brand Personality of GISTDA

(n = 50)

Corporate Brand Personality	Level of Agreement	
	Mean	Level
1. Feelings	**3.81**	**Agree**
1.1 Passion	4.07	Agree
1.2 Compassion	3.64	Agree
2. Thoughts	**3.83**	**Agree**
2.1 Creative	3.83	Agree
2.2 Disciplines	3.83	Agree
3. Actions	**3.99**	**Agree**
3.1 Agile	3.87	Agree
3.2 Collaborative	4.16	Agree

When classified by segment, that was, internal personnel, government agencies , and press, result showed that, internal personnel rated corporate brand personality lower than the other two groups in every dimensions of corporate brand personality. Internal personnel viewed that factor that made GISTDA 's corporate brand personality distinctive is in action type (mean = 3.58). GISTDA collaborated job with others to make job done and reach organization 's goal and had passion from inside mean = 3.90 and 3.86, respectively). While government agencies considered that GISTD A' corporate brand personality is also in action type (mean = 4.40), working in a collaborative style and using creativity in job, (mean = 4.56 and 4.33, respectively).   The press group rated the top score for GISTDA corporate brand personality in action type
(mean = 4.31), working with agility and creativity (mean = 4.45 and 4.32 , respectively). It is noted that the government agencies rated on the top score in action type of corporate brand personality. As Seen in Table 2.

Table 2 Corporate Brand Personality of GISTDA, classified by segments.

(n = 50)

Corporate Brand Personality	**Segments**		
	Internal Personnel (n = 24)	**Government Agencies** (n = 16)	**Press** (n = 10)
	Mean	**Mean**	**Mean**
1. Feelings	**3.43**	**4.19**	**4.13**
1.1 Passion	3.86	4.30	4.18
1.2 Compassion	3.13	4.11	4.10
2. Thoughts	**3.31**	**4.31**	**4.29**
2.1 Creative	3.29	4.33	4.32
2.2 Disciplines	3.35	4.29	4.23
3. Actions	**3.58**	**4.40**	**4.31**
3.1 Agile	3.34	4.28	4.45
3.2 Collaborative	3.90	4.56	4.13

6.2 Corporate Identity

Corporate Identity has been reflected through corporate personality traits which have been classified into five types, sincerity, excitement , competence , sophistication and ruggedness. Result showed that top three scores of corporate identity, representing GISTDA were sincerity, excitement and ruggedness (mean = 4.07 , 3.90 and 3.80, respectively), as shown in Table 3 .

Table 3 Corporate Identity of GISTDA

(n = 50)

Corporate Identity	Level of Agreement	
	Mean	Level
1. Sincerity	4.07	Agree
2. Excitement	3.90	Agree
3. Competence	3.69	Agree
4. Sophistication	3.59	Agree
5. Ruggedness	3.80	Agree

When considered by each segment, result showed that GISTDA internal personnel still rated themselves in identity lower than the other two groups in every dimension of corporate identity. The internal personnel scored top three identity as sincerity , ruggedness and competence (mean = 3.78 , 3.60 and 3.56, respectively)While government agencies scored top three corporate identity as sincerity , excitement and sophistication (mean = 4.40 , 4.31 and 4.03, respectively). Besides press group evaluated top three corporate identity as excitement, sincerity , and sophistication (mean = 4.23 , 4.22 and 3.95, respectively), as shown in Table 4.

**Table 4 Corporate Identity of GISTDA , classified by segments**.

Corporate Identity	Segments		
	Internal Personnel	Government Agencies	Press
	(n = 24)	(n = 16)	(n = 10)
	Mean	Mean	Mean
1. Sincerity	3.78	4.40	4.22
2. Excitement	3.48	4.31	4.23
3. Competence	3.56	3.81	3.80
4. Sophistication	3.15	4.03	3.95
5. Ruggedness	3.60	3.97	4.00

Corporate identity can shape organization brand personality. In this case study of GISTDA, corporate identity revealed GISTDA personality traits as people who were sincere, proactively working with ruggedness style to get things and make things happen. All of these related to GISTDA ,s corporate brand personality, that GISTDA were people who wanted to work for others with integrity to customers and all of stakeholders as a whole.

Next is to create corporate brand personality action plan for GISTDA to build image that GISTDA is the organization who wants to contributes to society and make national significance to Thailand.

7. RECOMMENDATION
Corporate brand personality plan for GISTDA has been created into four strategies, as shown in Figure 3.
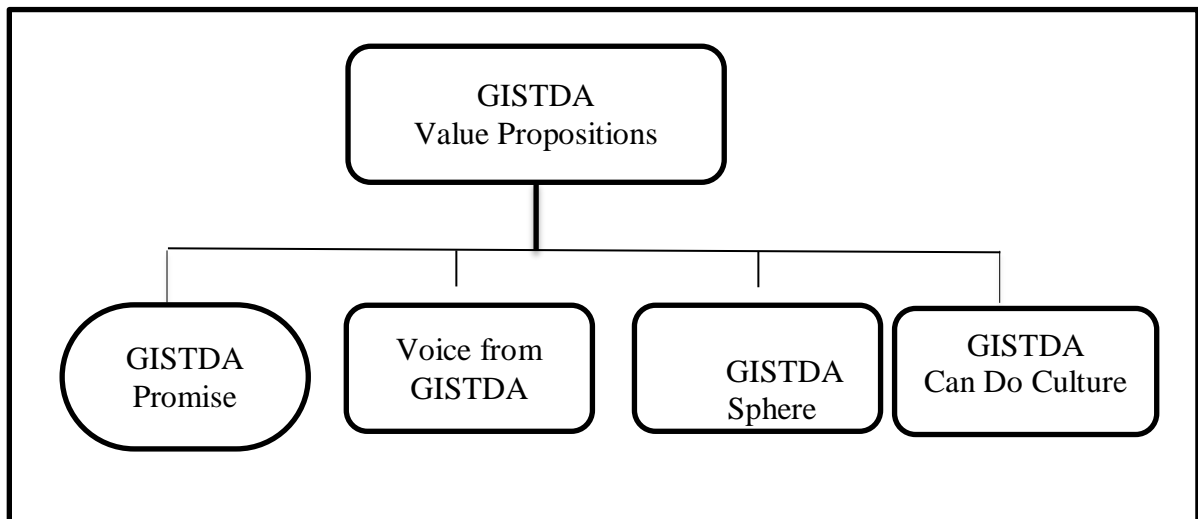
Figure 3: Corporate Brand Personality Plan for GISTDA

1.GISTDA Promise: GISTDA should announce projects that can help community to gain more income from GIS data in each locality, and make it real by creating a pilot project to launch some kind of agricultural plantation. "GISTDA Promise" should have been in line with four priority missions of GISTDA ,that is, local social disparity problem solving , agriculture , ASEAN Grand Geospatial Platform investment promotion and space technology development. Follow- Up program should be made after launching the projects.

2. Voice from GISTDA: In order to create new image that GISTDA is not \ an academic personality, but the practitioner, instead, GISTDA, collaborating with partners in many sectors, should promote the success story \ of the projects through online media and off line media in time frame of pre - project, during project and post projects.

3.GISTDA Sphere: GISTDA should enhance the integrity image from current CSR project. For example, "GISTDA for our hometown", giving a chance for GISTDA people who were born in the local to be back home and do some projects by using informatics data suggesting some agricultural products. Therefore, the poverty problem in locality can be solved. Such a kind of the success story from CSR projects should be

applied to win an award, enhancing GISTDA 's proficiency to society and nation's contribution.

4. GISTDA Can Do Culture: By creating from inside to outside pride of success story, GISTDA people should provide much more time to talk together in any topics, even not related to job in responsibility. For example, movie day can be set as internal communication activity. After the session, organizational communication department, should provide another session to let GISTDA people to meet the movie maker team learning how to make a short movie. Everybody, therefore, can make a movie of his or her department 's success story, contributing to overall GISTDA 's success story, finally.

8. CONCLUSION

Corporate brand personality can shape the image of the organization. GISTDA, in this case study, had the corporate brand personality in the action type, with three characteristics of corporate identity, that is, sincerity, excitement and ruggedness. The corporate brand personality plan has been suggested to provide value propositions from GISTDA to outside, GISTDA Promise, Voice from GISTDA, GISTDA Sphere and GISTDA Can Do Culture.

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