

## **ABSTRACT**

The purpose of this thesis is to explore the impact of corporate rebranding on Malaysian organisation's market value. Rebranding has been researched widely over the recent years and this could be due to the change in corporate structure of the organisation like mergers and acquisitions. This thesis concentrates on rebranding of corporate brands in Malaysia and observes how the announcement of the change of one of the element creates an impact on the organisation's market value.

The thesis is looked at in theoretical part by reviewing literature related to brands, corporate branding, rebranding and event study methodology. The thesis uses event study methodology developed in finance to examine the impact of the change of corporate logo on 23 companies in Malaysia during 2001 to 2010. The particular event chosen for this study is the date when the announcement of the change was made by the companies. This can be done by observing the share price movement of these companies when the announcement was made. In order to get important insights to the similar event that might not be reported from an outside perspective, interviews are conducted and two case studies are presented as qualitative data.

The findings from the thesis are consistent with other previous studies which show that there are no abnormal returns when companies change their corporate logo. There are a lot of potential for future research on this area and it is hoped that more studies can be conducted to give a more consistent result.

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