

APPENDIX

The Brand Extension Decision of Corporate Startups

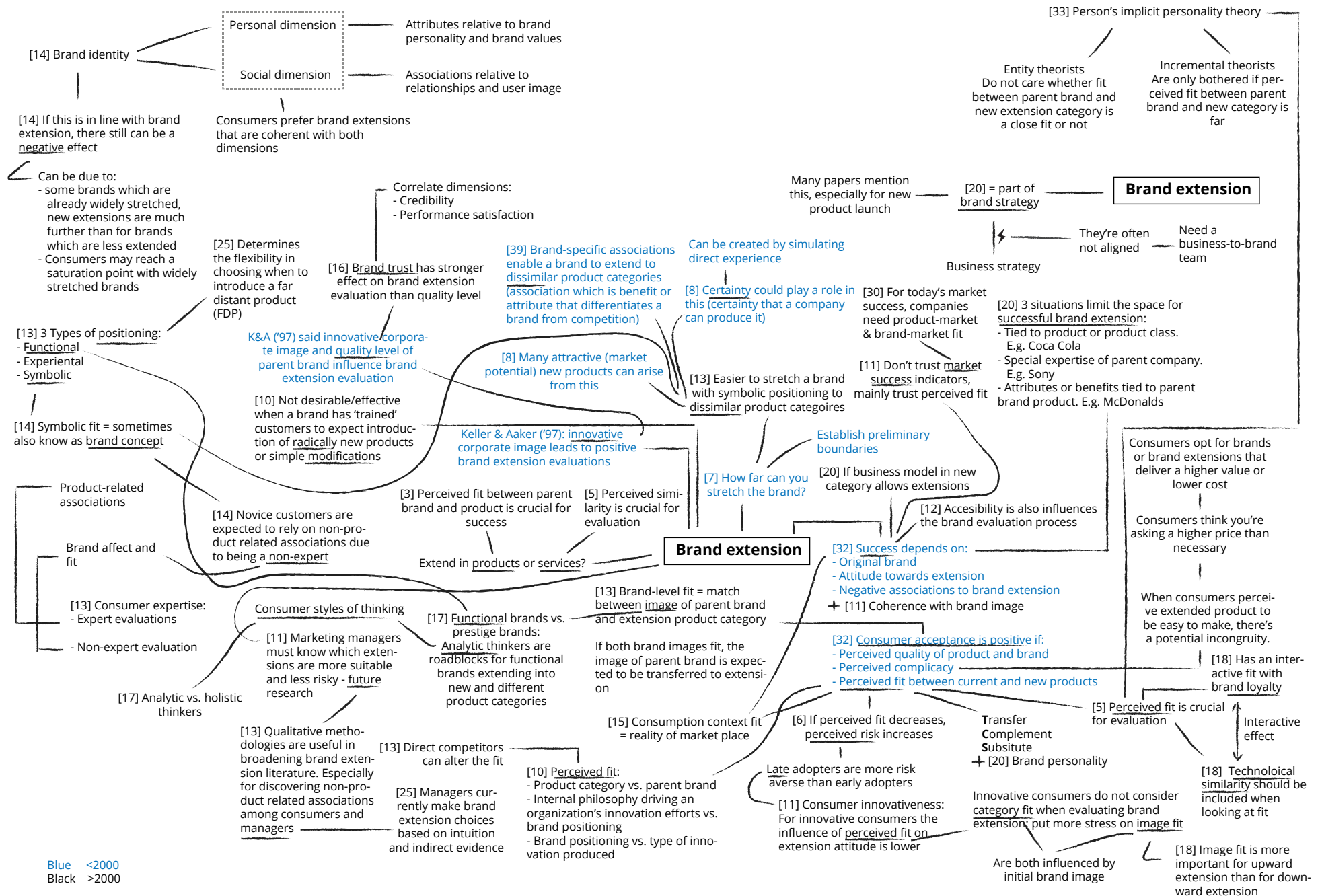
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APPENDIX I: An overview of the existing literature in brand extension



Blue <2000
Black >2000

1	2007	An investigation of consumer evaluation of brand extensions	13	2003	Consumer Attitude Towards Brand Extensions : An Integrative model and research propositions
2	2001	Do we really know how consumers evaluate brand extensions?	14	2011	Can brand identity predict brand extensions' success or failure?
3	2006	Drivers of brand extension success	15	2008	Brand extension: the moderating role of the category to which the brand extension is found
4	2005	Influence of Corporate Image on Brand extensions: a model applied to the service sector	16	2005	Brand trust and brand extension acceptance: the relationship
5	2001	Factors influencing succesful brand extensions	17	2010	What Makes Brands Elastic?The Influence of Brand Concept and Styles ofThinking on Brand Extension Evaluation
6	2001	Threats to the External Validity of Brand Extension Research	18	2010	Consumer evaluation of technology-based vertical brand extension
7	1996	Impact of dominance and relatedness on brand extensions	19	2004	Leveraging the corporate brand
8	1995	Rethinking the Effect of Perceived Fit on Customers' Evaluations of New Products	20	2015	Aligning brand portfolio strategy with business strategy
9	1994	To extend or not to extend: success determinants of line extensions	21	2013	The impact of customer-company identification on consumer reactions to new corporate initiatives
10	2009	Can All Brands Innovate in the Same Way? A typology of brand position and innovation effort	22	2003	Brand failures [Book]
11	2009	Modelling the brand extension's influence on brand image	23	2016	Consumer generated brand extensions: definition and response strategies
12	2004	When Are Broader Brands Stronger Brands? An Accessibility Perspective on the Success of brand extensions	24	2008	Brand permission: a conceptual and managerial framework [Book, chapter 2]

25	2018	Building a multi-category brand: when should distant brand extensions be introduced?	38	2015	Why some new products are more successful than others
26	2002	Who's in charge of the Brand?	39	1994	The Importance of the Brand in Brand Extension
27	2005	Success and Risk Factors in the Pre-Startup Phase			
28	2004	An exploratory study of success and failure factors in internal corporate venturing			
29	2016	Corporate accelerators: Building bridges between corporations and startups			
30	2015	Startup branding funnel: a new approach for developing startup brands			
31	2018	Improving Branding Efforts Among Startups by Understanding Brand Identity and Brand Image			
32	1990	Consumer Evaluations of Brand Extensions			
33	2000	Implicit personality theory in evaluation of brand extensions			
34	2002	Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior			
35	2001	New Brands Versus Brand Extensions, Attitudes Versus Choice: Experimental Evidence for Theory and Practice			
36	2004	Responsive and Proactive Market Orientation and New-Product Success			
37	1994	New Products: The Factors that Drive Success			

The additional content of this appendix contains confidential information; is excluded from this report.