This is an exploratory study about organisations using rebranding as a brand management strategy in Malaysia. It aims to identify motivations or reasons for companies to undertake the rebranding exercise and to determine the stages in the rebranding process. Substantial studies on rebranding have been conducted in Europe and the United States where brand management is an acknowledged strategy for successful businesses. This study seeks to document the reasons for rebranding and stages of the rebranding process of Malaysian companies.

A comparison of similarities and differences of the Malaysian rebranding experience with existing studies was conducted. Based on the findings a conceptual framework is proposed. This research made use of the qualitative method, using the case study approach and in depth interview for data collection. Two government linked companies Bank Islam Malaysia Berhad and TM Berhad participated in this research. Eisenhardt’s (1989) process of building theories from case studies framework was utilised to develop the research and grounded theory method was adapted in the data analysis. Data sources triangulation serve as a method to enhance the study and in depth interview was the method of primary data collection. Two precipitating drivers for the case studies were finance and corporate strategy change. TM was mainly rebranded to institute a corporate change while Bank Islam rebranded due to financial and corporate circumstances. The Malaysian rebranding process consists of situation analysis (dominated by brand audit), brand identity (development of new brand values, logo and slogan), brand communication and measurement and monitoring. A combination of evolutionary and revolutionary rebranding was implemented for these organisations. Future research can focus on other government linked companies in Malaysia that had undertaken the rebranding exercise.
This thesis reports the relationship between Emotional Intelligence (EI) and Occupational Performance (OP) of Malaysian Public Librarians (MPLibs). Public librarians are important assets since they are social agents that advocate a knowledge society development in Malaysia. As employees in service organizations, they are expected to be highly dynamic and provide quality services. These jobs involve understanding, communicating, empathizing with and learning from other members working in the organizations. These skills require not only a high degree of intellectual ability but a high level of EI. EI, therefore, seems to be considered essential for library employees understand other people’s feelings and for them to be involved in a relationship that will facilitate successful management and performance. This research employs a sequential exploratory mixed-method through semi-structured interviews followed by a survey. Phase one of the preliminary study explored the librarians’ experiences and perceptions pertaining to EI through face-to-face interviews. Fourteen senior public librarians informed this phase of the study. The qualitative data were transcribed and coded based on Predetermined Concept Choice Mapping data analysis to refine and ascertain research model, variables, hypotheses and EI dimensions. 20 EI dimensions including 2 new dimensions were found and applied by MPLibs and help develop Public Librarian Emotional Intelligence Questionnaire (PubLIBEIQ). The PubLIBEIQ was then used as an instrument in a quantitative cross sectional survey (phase two) to identify the level of EI, and to test the relationship between EI and job satisfaction (JS) and job commitment (JC) of OP of 180 respondents. Descriptive findings showed a high level of EI among MPLibs, where the mean value was in the range of 5.026 to 6.546 on a 7-point Likert. The results of the correlation and regression analyses suggest that all formulated hypotheses were supported. On the other hand, the conceptualized determinants and impacts of OP specifically JS and JC were validated and substantiated. Further analysis involving multiple regression revealed that the strongest predictors of JS are self management and relationship management while self awareness, self management and social awareness are the strongest predictors of JC. Consequently, it is recommended that public libraries develop training programs in order to enhance the EI of librarians and employees in libraries. Theoretical contribution of the research includes development of a theoretical model of self awareness, self management and social awareness that are imperative to contribute the performance of MPLibs. Methodologically, the research illustrates the effective use of the mixed-method approach within the pragmatic research paradigm. The incorporation of face-to-face interview combines subjectivity and objectivity of the problem situation [phenomenon] thus gives a rich understanding of EI within the context of a public service agency in Malaysia.