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Investigate the role of mediator corporate image, Sustainable competitive advantage and Marketing Strategy in the Impact of brand equity on the Tend to job opportunities In the Saipa Corp

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Abstract
The purpose of this study Review the role of mediator corporate image, Sustainable competitive advantage And Marketing strategy In the Efficacy Brand equity On the tendency to Job opportunities In the Saipa Corp. Research Methodology Currently, Descriptive survey is and Statistical Society It, All the Members of the board And Senior executive Of Saipa Corp Are; In the present study, For data collection Through Library And Field Used. In the library (Including physical and digital) is by using Note taking tool and in the Field by using Questionnaire to collect data Action. In the questionnaire design Measures of Corporate image, Sustainable competitive advantage, Marketing strategy, Brand equity And Tend to job opportunities were used. Validity of the questionnaire with the content validity And Face validity Obtained is and its reliability by using Cronbach's alpha test respectively. Test Conceptual Model By using Partial least square method And By employing Software PLS done; finally, than seven hypotheses examined four hypothesis OK. Research findings Indicates Sustainable competitive advantage On the Marketing strategy And Tend of jobseekers To Job opportunities Affect. Influence Marketing Strategies Saipa Co. As well as Corporate image was approved. Also was shown that Image Saipa Co. its brand equity Affect.
Keywords: Company Image, Competitive advantage, Marketing, Brand Equity, Job Opportunity

1-1) Introduction

With increasing competition and the emergence of phenomena such as global markets, national industry in order to stay in this area, they should increase their competitive advantage. One of the strategic tools that the number and frequency of consumption, increase economic value for shareholders and expand economic activity beyond geographical boundaries, is the brand value (Bale et al., 2011). Successful branding strategy through brand differentiation between the performance brand from competitors and increase market situation has created a distinctive brand. In the current competitive environment, most researchers believe that the brand forms an important part of the business and assets of a firm and many businesses are eager to learn how to build a successful brand. One of the requirements for creating strong brand is recognition one of the factors responsible for the, brand equity (Iran-Zadeh et al., 2012). The competitive advantage of a dynamic and continuous process, taking into account the internal and external situation, comes from resources and by the ability to use the right the resources, capabilities arise, taking advantage of these capabilities, competitive advantage for the organization, to bring (Faryab et al., 2011). One way to create a sustainable competitive advantage in the market which has been little studied, creating brand equity is the value with which the brand will be added to products and services and can be created, maintained and strengthened. Companies through marketing activities, consumers are made aware of the brand and create good brand image in their minds (Zardari et al., 2014). Sustainable competitive advantage can be reached a result of a standardization strategy in which the units or potential competitors were not used by other competitors or through better implementation of a similar strategy is reached in which the unit is being used by a number of competitors. We can say that the company is creating a desire, to pursue careers company, also will be successful (Anslmsvn et al., 2007). All domestic and foreign issues surrounding any company can be effective in shaping the company's image. A successful marketing strategy can increase the brand equity. Good image of the company will increase its sales through customer satisfaction and loyalty, it comes and it will attract investors and prospective employees. The main basis for long-term success of any company to achieve and maintain a sustainable competitive advantage is concerned. Certainly understand what resources and behaviors are leading to sustainable competitive advantage is the central theme of marketing strategy. Competitive advantage is achieved can be a result of a benchmarking strategy at the same time not used by other companies or achieved through better implementation of a strategy also used by other competitors (Hun Kim et al., 2012). A company that has a high brand equity can earn more money and have a distinct system that will gain employee satisfaction employment. So in order to enhance brand equity, it is necessary to determine how each company needs employees (Ku et al., 2008). Given the importance of this, the researcher plans to study, to examine the mediating role of the company's image, competitive advantage and marketing strategy, the impact of brand equity, pay desire to employment opportunities, the company Saipa.

Research literature
Competitive Advantage

Competitive advantage, differentiation characteristics or aspects of each company to enable it to will be provide better services from competitors, to customers (Fuller et al., 2000). According to another definition, a competitive advantage, value that the organization is provides to its customers; So that at that point in time, this value is not supplied by competitors and potential (TC, et al., 1997). The proposed definitions for competitive advantage can be said that competitive advantage is directly related to customer value, so that the whole comparison, The values supplied as an organization closer to the customer values, we can say that the organization of the competition in one or more criteria, have competitive superiority and advantage. The fundamental issues in terms of competitive advantage build and achieve, through the effective integration of environmental and organizational resources, using the intellectual capabilities of the organization and how to maintain it is through the programs of the organization. In the case of a competitive advantage, three perspectives has been proposed including environmental point of view, perspective view of internal and competitive intelligence. Environmental point of view is environmental factors and the dominant factors determining their competitive advantage. According to Porter, the following environmental point of view, the competitive advantage is the basic unit of analysis for the industry. In this regard, he believes that corporate profitability will depend on industry attractiveness and relative position of the company in the industry. According to his model, if the strategy makes do the organization of their activities distinct from competitors, then, core competencies, to facilitate the choice of diversity and, consequently, causa a competitive advantage for the organization (Barney and Wright, 1998).

Company image

One of the ways of linking their knowledge and their sub-brand, the company's image, which is known for its promotion, by improving the subsidiaries, provides brand equity (Keller, 2008). Image of the company, the mental conceptions prompt that person, group or network of organizations, or inner mental state interlocking, successful or unsuccessful efforts, provided by the company, and put on the basis (see Cretu and Brody, 2009).

The image of the company in building brand equity in industrial markets is emphasized over consumer markets. Modaby and colleagues demonstrated that the company's image, is an important prerequisite for equity, industrial markets and manage image, due to the fragility of the company, is very difficult and in case of damage takes a lot of time and resources (Rafeie et al., 2012).

Brand equity

One of the most famous and perhaps the most important marketing concepts today, which for the first time in a decade (1980) was formed, is the concept of brand equity. This concept first proposed as the most important area of research in consumer markets. Or in other words, customer-oriented marketing view point, the most important and most valuable definitions and conceptual framework have offered by chlorine and acres most of the other definitions are used in the literature. Aaker (1991) defines brand equity, "a series of five groups of assets and liabilities that are attached to the name or symbol of the brand, and the value of a product or service, for a company or for consumers to participate, increasing or reducing it." Therefore, brand equity, in the model acres, have 5 dimensions that include brand awareness, brand perceived quality, brand associations, brand loyalty and other brand assets such as concessions and patents, trademarks and channel relationships. (2000) Yu et al., developed Proposed model by Aker. They showed that brand equity can be created by strengthening and protecting its dimensions and even expand. There are several prerequisites for creating brand equity, for example, any marketing activity, potential impact on brand equity, because these activities show

creating affect due to marketing investments, are carried out on the brand. In a subsequent study by Yu and Donato (2001), a new model for creating brand equity where brand awareness with its associations merged and were considered as a dimension, Thus, three-dimensional model of brand was created awareness / associations, perceived quality and brand loyalty. Based on the conceptual framework of brand equity, customer orientation chlorine and Aker, the dimensions of brand equity create value for the company and customers. So we can say that the overall value of brand equity, the consequences of having a strong brand, and financial and tangible value that the brand equity created by the upgrade or downgrade Or it is reduced. Dimensions of brand equity in different ways, creates value both for the company and for the customer (Rafeie et al., 2012).

Background research

Salehnia (2012), a study were presented entitled "Strategic positioning and identify resources to achieve sustainable competitive advantage (Case Study: the strategic position of the brand in the public banking sector)". The research is taking strategic positioning as a tool to identify resources to achieve competitive advantage, positioning brands to be considered in the field of banking. The results show that the human factor plays a major role in the success of banks and bank managers should care processes, to take action in human resources and investment in this field. Banks should do the target in the field of employment, education, training, and maintenance and appropriate compensation to employees, strengthen communication skills and ethics at work.

Hun Kim et al (2012), presented a study entitled "The effective use of their structure through sustainable competitive advantage, marketing strategy and corporate image". In this study, marketing management and marketing personnel in the hospital industry was concerned, the investigation showed the hospital sustained competitive advantage, marketing strategy and the use of brand equity, thereby influencing the willingness of doctors to take up positions there.

Carrick et al. (2012), a study entitled "The relationship between brand value and firm value" offered. They argue that a company's stock market value represents the total value of the shareholders of the company are allowed for the present and future income of company and this value is consists of tangible and intangible assets, as both asset. Thus, they assume that the company's brand value has a direct correlation with the stock market.

Research Methodology

Due to the importance of research and subject matter in this study and the research objectives, the study population are included all members of the Board, and Chief Executive Officer of SAIPA the number of those are 74 patients. In this study, is used a simple random sampling method. The number of sample, according to population statistics, using the formula, will be calculated and sampling of the population, done by using simple random sampling.

Relationship (3)

$$n = \frac{N \times t^2 \times p \times q}{d^2 \times (N-1) + t^2 \times p \times q}$$

$$n = \frac{N \times t^2 \times p \times q}{d^2 \times (N-1) + t^2 \times p \times q} = \frac{74 \times 1/96^2 \times 0/5 \times 0/5}{0/05^2 \times (74-1) + 1/96^2 \times 0/5 \times 0/5} \approx 62.18 = 63$$

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Based on the above formula, the sample size is 63 students. Thus, distributed the number of 63 questionnaires Saipa expert staff, who were selected randomly. In this research, primarily for data collection in the fields of literature and literature development and operational definitions of library research involves the study of books, articles, publications, treatises and scientific resources in universities and scientific centers to answer questions and gather information about the survey and questionnaire method is used. This study is based on a standard questionnaire. The data were analyzed using PLS software.

Data analysis
4-3-1) Measurement model
According to the data analysis algorithm In PLS, after evaluation factor loadings questions, turn to reaches calculated Cronbach's alpha coefficients and value AVE.

Cronbach's alpha
Table (4-4): Measures the model Cronbach's alpha

Fit index Cronbach's Alpha	The estimated value	Standard values
Company image	More than 0.7	0.889515
Brand equity	More than 0.7	0.750842
Sustainable competitive advantage	More than 0.7	0.922041
The desire to jobs	More than 0.7	0.749413
Marketing Strategy	More than 0.7	0.741759

As indicated in the table (4-4) placed considerable value on the criteria for each 5 structure is higher than 0.7 that indicated good reliability model.

4.3.2), the average variance shared AVE

Table (4-5): fit index of convergent validity

Fit index AVE	Standard values	Are estimated values
Company image	More than 0.5	0.576995
Brand equity	More than 0.5	0.541626
Sustainable competitive advantage	More than 0.5	0.591505
The desire to jobs	More than 0.5	0.586203
Marketing Strategy	More than 0.5	0.519973

As indicated in the table (4-5) placed considerable value on the criteria for each 5 structures is higher than 0.5 indicate good convergent validity of the model.
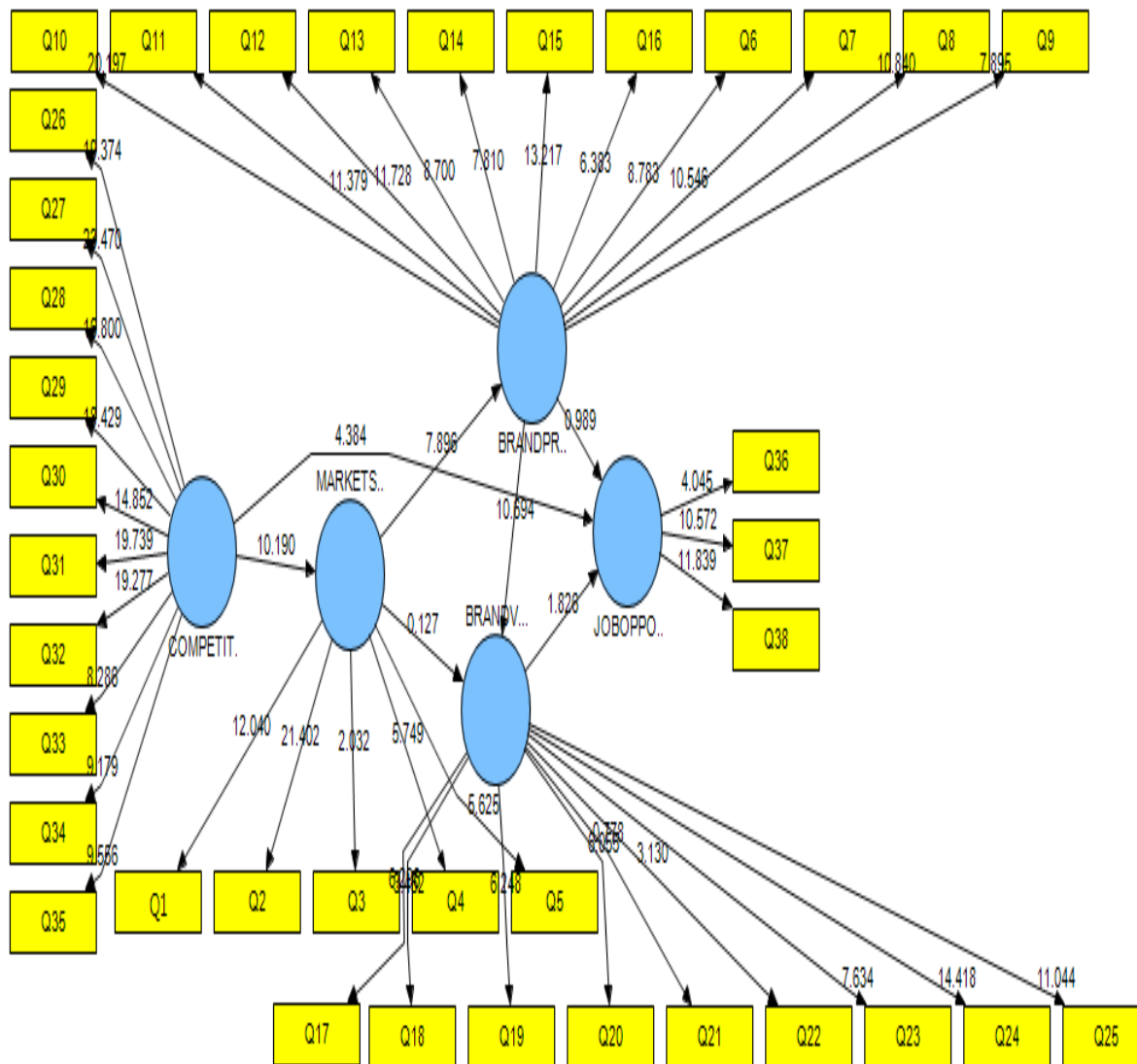
4.3.4) structural model and measurement

The following figure shows the output of PLS software models that included both structural model and measurement model following that; they will be examined in detail and resolution.

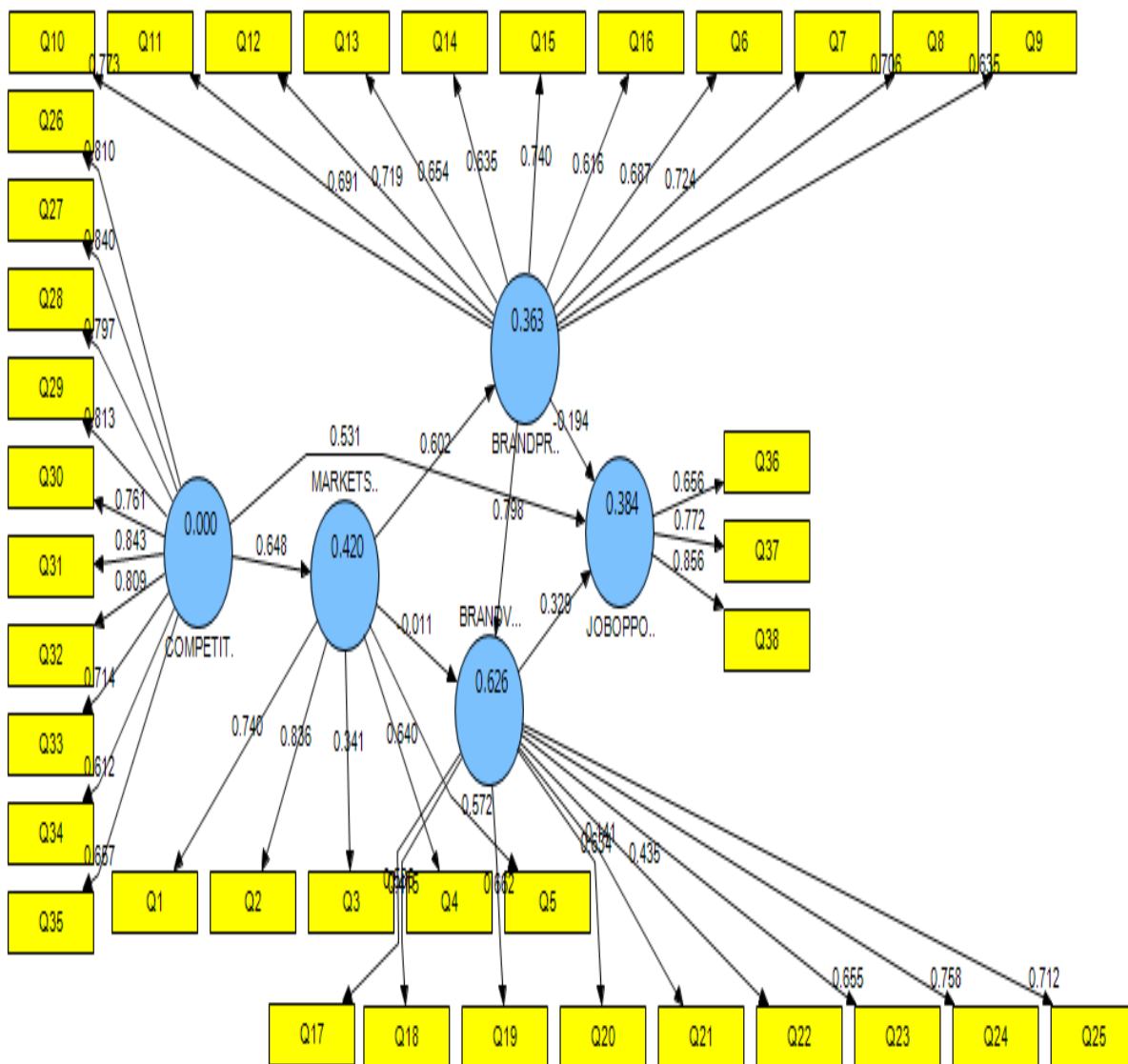Chart (4-4) show t values for structural and measurement models.

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Chart (4-5): Base model with path coefficient

The above diagram shows the path of the variables. The blue circle represents a measured variable and the yellow square is one of the items that are relevant variable is evaluated. On each shown arrow with a blue circle to the blue circle plotted path coefficient values.

4.3.5) test hypotheses

The first hypothesis testing

Researchers claim: "competitive advantage Saipa affects its marketing strategy."

According to Table (4-10), the path coefficient between Saipa and marketing strategy of sustainable competitive advantage is 0.648 and the corresponding amount, 1.96 <10.190 according to test t, the critical value of 05/0, at 95% confidence level, the null hypothesis can be ruled out is approved as a

result of the researcher's claim and one can say with 95% confidence, sustainable competitive advantage of Saipa, is effective on its marketing strategy.

The second hypothesis test
Researchers claim: "Saipa Company's marketing strategy has an impact on the company's image."

According to Table (4-11), the path coefficient between Saipa company's marketing strategy and the corporate image of 602/0 and the value of t, is 1.96 <7.896 which according to test t, with 0.05 critical value, the null hypothesis can be rejected at the 95% confidence level was achieved as a result of the second claim has been approved and we can say with 95% confidence, the company's marketing strategy Saipa effect on the company's image.

The third hypothesis testing
Researchers claim: "Saipa Company's marketing strategy has an impact on brand equity."

According to Table (4-12), the path coefficient between Saipa company's marketing strategy and brand equity equal to 011/0 and the amount t is, the 1.96> 0.127 which according to t-test critical value 05/0 at 95% confidence level, the null hypothesis cannot be ruled out as a result, the researcher third claim has not been confirmed and as a result, is not confirmed the company's marketing strategy Saipa impact on brand equity.

The fourth hypothesis testing
Researchers claim: "Saipa Company's image has an impact on the company's brand equity."

According to Table (4-13), the path coefficient between Saipa company's image and brand equity, equal to 0.789 and the value of t, is 1.96 <10.649 which according to t-test critical value 0.05 at 95% confidence level, the null hypothesis can be rejected. As a result, the fourth claim researcher has been approved and we can say with 95% confidence, there is a impact of the company's corporate image Saipa on brand equity.

Fifth hypothesis testing
Researcher claim: "Saipa Company's image affect on the willingness of job seekers to job opportunities"

Fifth hypothesis test according to the schedule (4-14), the path coefficient between Saipa and willingness image jobseekers to jobs, equal to 0.194 and the value of t, is 1.96 > 0.989 which according to t-test critical value 0.05 at 95% confidence level, the null hypothesis cannot be ruled out as a result, achieved fifth claim is not approved and data impact on the willingness of job seekers not confirmed to job picture Saipa.

Sixth hypothesis testing
Researchers claim: "Saipa Company's brand equity has an impact on sentiment job seekers to employment opportunities."

According to Table (4-15), the path coefficient between brand equity interests Saipa and job seekers to employment opportunities equal to 329/0, and the value of t, 1.96> 1.828, which according to t-test 0.05 critical value at the 95% confidence level, the null hypothesis cannot be ruled out. As a result, researcher's sixth claim is approved and the impact of brand equity interests Saipa not confirmed on job seekers to job opportunities.

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Seventh hypothesis testing

Researchers claim: "competitive advantage Saipa mood affects job seekers to employment opportunities."

According to Table (4-16), the ratio between the path of sustainable competitive advantage Saipa and desires of job seekers to employment opportunities equal to 0.531, and the value of t, is the 1.96<4.384 which according to t-test critical value 0.05 at 95% confidence level, can be rejected the null hypothesis, as a result, researchers seventh claim is approved and can say with 95% confidence, sustainable competitive advantage Saipa, affected on the interests of job seekers to job.

Conclusion and Recommendations

Managers caused strong incentives to hire smart people to make a successful business through this form. . Capable human resources play an important role in the sustainable development of each institution. Sonia and Collins (2003) introduced the concept of using the brand equity that shows how the principles of marketing, human resource management recruitment methods, are used. Sustainable competitive is advantage, marketing strategy, and corporate image, marketing structures that are related to the use of brand equity (Kim et al., 2009). Corporate image is lively the concept. Proper picture of each company will increase its sales and this is achieved due to the loyalty and customer satisfaction. Now many companies are aware of the importance of this issue, charming staff, capable and quality make up an important part of their competitive advantage (Kim et al., 2011)

According to the results, are offered the following suggestions:

- In general, in terms of competitive advantage, two points are very important, the first businesses to create competitive advantage and create a new layer and numerous advantages, and the second is stabilizing. To achieve the above goals, all three sources of competitive advantage, (concepts and theories related to competitive advantage can be categorized into three general attitude, including the theory of competitive advantage in terms of resources and organizational capabilities, interactive business network theory, and the theory of competitive advantage based on environmental characteristics provided.), the organization must focus on it, and are utilized by using efficient methods. Sustainable competitive advantage, the current competitive needs, is enabling parallel organization to organization, supply to meet the needs of the future competitive. Therefore, by accepting the fact that the resources and capabilities of any organization is not limited to ccompetitive advantage, conservation-oriented nature of the organization so that in this regard, one of the basic requirements, strict management and intellectual potential sources and the actual organization, and strategies in line with its, is the competitive advantages.

- Also, dynamic and sustainable competitive advantage requires compliance with the requirements of a competitive market and should be designed according to the needs.

- Competitive advantage, based on strategic and futuristic look is. So that by going beyond current management, resources and capabilities to develop long

-term resources and capabilities, and concentrate achieve strategic advantage

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