

Institut Pengajian Siswazah

Congratulations

DR. AGUS RIYADI

on achieving the Excellence Research Award

DOCTOR OF PHILOSOPHY (HOTEL AND TOURISM MANAGEMENT) FACULTY OF HOTEL AND TOURISM MANAGEMENT

Thesis Title:

THE IMPACT OF CRISIS MANAGEMENT ON BRAND REPUTATION AND BRAND POSITIONING TOWARDS THE PERFORMANCE OF UPSCALE **HOTELS IN THE POST-COVID-19 ERA**

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