

Call For Participants



impact of data breach on customer perception and brand reputation in hotels



5 min(s) to complete



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Online Questionnaire



Online

University of West London

Today where everything happens online, many personal information and data that are collected from hospitality companies are invaluable to cybercriminals. They can use these data to breach customer leading to identity theft or social engineering attacks against each individual company. The aim of this research is to underline several issues related to cyber threats in the hospitality industry and how they can affect customers perception of the brand and their impact on brand image and reputation.

Find out more online

Poster printed on 18/02/2020 Study expires on 01/01/2020

More info

by scanning the QR code or visiting the URL

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