Call For Participants

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

5 min(s) to complete

Sincere Gratitude

Online Questionnaire

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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 26/04/2024   Study expires on 01/01/2020

More info
by scanning the QR code
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