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**Abstract**

Commitment in the knowledge-intensive sectors has today become a key organisational dilemma as well as a serious managerial concern. In the university setting, faculty members' commitment to various stakeholder bases and the subsequent implications have hitherto been studied only to a limited extent. Through a quantitative survey, this paper studies university professors' various modes of commitment and investigates the role of university brand in the context of Iranian universities. The findings reveal that university professors with higher level of professional commitment tend to be more organisationally committed. Furthermore, it is shown that university brand can increase the impact of professional commitment on organisational commitment. (HRK / Abstract übernommen)