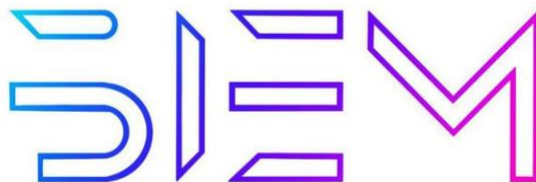


МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Сумський державний університет
Навчально-науковий інститут бізнесу, економіки та
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Економічні проблеми сталого розвитку

Economical Problems of Sustainable Development



Матеріали

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Е45 Економічні проблеми сталого розвитку: матеріали Міжнародної науково-практичної конференції студентів та молодих вчених імені професора Балацького О. Ф. «Економічні проблеми сталого розвитку» / за заг. ред.: Т. А. Васильєвої, І. В. Тютюнник – Суми : Сумський державний університет, 2021. – 281 с.

До збірника ввійшли матеріали щорічної науково-практичної конференції «Економічні проблеми сталого розвитку» імені проф. О.Ф. Балацького, в яких наведені результати наукових досліджень, виконаних молодими вченими та студентами різних країн із наукових напрямів, пов'язаних з економічними, управлінськими проблемами сталого розвитку в різних сферах актуальних наукових досліджень та практичній діяльності інститутів і сучасних організацій.

Для науковців, викладачів вищих навчальних закладів, студентів, аспірантів, докторантів та всіх, хто цікавиться науково-практичними проблемами сучасної економіки й теорії управління.

The collection consists of materials from annual International scientific-practical conference “Economical Problems of Sustainable Development”. The abstracts represent the results of scientific research applied in different countries in different spheres corresponded to the economic and managerial problems of sustainable development of actual activities of the institutions and modern organizations.

The conference is intended for academic scholars, scientists, representatives of HEIs, students, Ph. D. students, Post-Docs and all who is interested in scientific and practical problems of modern economics and management.

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APPROACH TO THE FORMATION OF CITY BRAND MANAGEMENT

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After 30 years of independence, the full image of Ukraine has not been formed. That is one reason why the cities of Ukraine are not popular among tourists and other stakeholders. Territory and city brand management is a relatively young phenomenon. To increase their competitiveness, cities, like companies, need to create their image, which could position the city on the best side for the target audience, improve its investment climate.

A well-formed brand makes the city competitive for investment, tourists, residents, labour and is a necessary component of the city's development strategy. The brand provides an opportunity to effectively use its potential, solve the town's social problems, activate the civic position. Creating brands of certain territories of Ukraine today is only at the initial stage of formation.

The main aim of branding is to ensure the information presence of the brand in a variety of sources, recognizability of its name in the mass consciousness through images of local exclusive differences, image characteristics and reputation, providing the opportunity to become a force of influence, to broadcast independent decisions and to increase own resources [1].

The brand of the city is not only a graphic image (logo, picture). It is formed based on the dissemination of information about it, real arguments about its functioning and opportunities for stakeholders. It is necessary to use modern marketing tools, including advertising, public relations, sales, e-commerce, visitor feedback, etc., to build a powerful and effective city brand. Equally essential tools for creating a city brand are identity and event marketing groups [2].

In 2020, the company Resonance Consultancy presented their last study, "The World's Best Cities in 2021 Revealed", where cities were evaluated according to the following criteria:

- place (taking into account the quality of the natural environment and built environments);
- product (taking into account city's key institutions, attractions and infrastructure);
- people (or human capital);
- prosperity (includes the standard of living, income of citizens and the presence or absence of big corporations);
- programming (or the experiential pillars for visitor who likes culture, nightlife, dining and shopping);

- promotion (the frequency and number of social media coverage – Facebook check-ins, TripAdvisor reviews, number of Google search results, popularity in Google Trend, Instagram hashtags) [3].

As for the Ukraine cities, only the city of Kyiv, which took 87th place, was included in the rating. According to the "place" criterion, the town ranked 211th, according to the "product" – 101st, according to the "programming" criterion – 71st, "people" – 94th, "prosperity" – 61st, and according to the "promotion" criterion, Kyiv took 66th place. So, the best result is for "prosperity" and "promotion" criterion, and the worst is for "place" and "product" criterion. It should be said that Kyiv has worsened its performance by several positions compared to the previous ratings from Resonance Consultancy.

Today, local governments play a crucial role in shaping the city brand in most countries. It is the mayor, his team and the deputies who must lead this process. Creating a city brand becomes the responsibility of local authorities, which have the administrative and information resources to do so [4].

There is no single system for forming the city's brand. Each municipality is unique, has its inhabitants and its history, its values, advantages and disadvantages. Consequently, the approach to brand formation is different. Based on [5], we have developed an algorithm of actions for local governments to form city brand management.

Step 1. Development of positioning of the mission and goals of the brand. The brand project must be holistic and realistic, with a clear vision of the future. The mission is the primary goal of brand management. It should be based on specific actions on competitive advantages and evaluation of the city, investment orientation and local benefits.

Step 2: Analysis of the existing brand. The main thing in the analysis is to answer the question: "What is the city like now, and how we want to see it?"

Step 3. Creating a new brand identity of the city. At this stage, the development of corporate identity is based on research.

Step 4. Introduction of the brand in the city environment. In our opinion, this step is the most important because it makes no sense to develop a brand if it is not implemented.

Step 5. Brand monitoring. If the city residents have accepted the brand and take part in its implementation, the brand can be considered effective and successful. This is the most crucial aspect. Then you can evaluate the brand by capital, population growth, other socioeconomic indicators, participation in ratings.

Quite important is the fact that brand management processes never end. The brand must be constantly maintained, developed and periodically updated.

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