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THE PHILOSOPHY OF THE STRUCTURE OF THE COUNTRY'S NATIONAL BRAND

Studinska Galyna

The subject of this study is the philosophical aspect of the brand structure, which made it possible to explain the reasons for the rapid formation of the national brand of Ukraine.

The purpose of this work is to substantiate the division of components of the national brand model of the country into rational and irrational and prove the decisive role of the irrational part.

Results of the article. The structure of the country's national brand is analyzed from the point of view of rationality and irrationality of its components.

Research methods and tools. The main research tool is to project the results of rethinking the philosophical concepts of rational and irrational and their role in a particular object on the concept of brand. Minor tools were desk research of the current political situation in the country and the definition of a specific algorithm for integrating the rational and irrational components of the object of study.

Field of application of results. The conclusions of the article can be used by state authorities and local self-government bodies for the formation of territorial brands.

Conclusions. The uniqueness of the national brand of Ukraine lies in the rapid pace of its creation, the globality of its identification and associative perception by the world community, the extremely difficult conditions of its formation, the unprecedented support of the world under the influence of an irrational component. The rational component of the country's national brand will be formed together with the new Ukraine after the war.

Keywords: national brand of the country, rational and irrational components of the brand, the uniqueness of the brand of Ukraine, the war of Ukraine against Russia.

JEL Classification: D72, L14, M31.

ФІЛОСОФІЯ СТРУКТУРИ НАЦІОНАЛЬНОГО БРЕНДУ КРАЇНИ

Студінська Г. Я.

Предметом даного дослідження є філософський аспект структури бренду, який дозволив пояснити причини стрімкого формування національного бренду України.

Мета даної роботи полягає в обґрунтуванні розподілу складових моделі національного бренду країни на раціональні та ірраціональні.

Методи та інструменти дослідження. Основним інструментом дослідження є проектування результатів переосмислення філософських концепцій раціонального та ірраціонального та їх ролі в конкретному об'єкті на концепцію бренду. Другорядними інструментами були кабінетне дослідження поточної політичної ситуації в країні та визначення конкретного алгоритму інтеграції раціональної та ірраціональної складових об'єкта дослідження.

Результати статті. Структура національного бренду країни проаналізована з точки зору раціональності та ірраціональності її складових.

Галузь застосування результатів. Висновки статті можуть бути використані органами державної влади та місцевого самоврядування для формування територіальних брендів.

Висновки. Унікальність національного бренду України полягає у стрімких темпах його створення, глобальності його ідентифікації та асоціативного сприйняття світовою спільнотою, надважких умовах його формування, безпрецедентній підтримці світом під впливом ірраціональної складової. Раціональна складова національного бренду країни буде формуватися разом з новою Україною після війни.

Ключові слова: національний бренд країни, раціональні та ірраціональні складові бренду, унікальність бренду України, війна України проти РФ.

Formulation of the problem. Our research during 2014-2022 to deepen the theory of branding opened new horizons of its potential provided a basis for understanding the economic sources of value added, diversification of forms and types of brands of the national economy, integrating them into a powerful economic tool that increases efficiency and competitiveness object of branding and the national economy as a whole. The activation of Russia's war against our country in February 2022 affected all socio-economic and political processes, both inside Ukraine and in the external environment, which inspired us to consider the philosophical model of the country's national brand through the composition of its rational and irrational characteristics in order to establish basic and management tools.

The construction of each brand involves the use of a specific algorithm (Studinska, 2019), as well as the formation of certain components, the synergy of which creates additional preferences for branding objects (Studinska, 2016). An important step in this algorithm is modeling, which provides future communication between consumers and the object of branding (Kapferer, 2006; Keller, 2005; Studinska, 2016).

The war of 2022, which unleashed Russia against Ukraine, gave a new impetus to the continuation of our research on the formation of a brand-oriented national economy of Ukraine, as the domestic economy suffers serious losses. According to preliminary estimates, the amount of losses is more than \$ 750 billion. If before the war the emphasis in our research was on the need to modernize the economy, change its sectoral architecture as a prerequisite for its formation, today we emphasize the need for complete reincarnation of the Ukrainian economy, building a new, modern, efficient, competitive economy that can successfully to integrate into the economy of the European Union on parity conditions.

The purpose of this work is to substantiate the division of components of the national brand model of the country into rational and irrational and prove the decisive role of the irrational part.

Research methods and tasks. Given the above purpose of the study, **its objectives** are as follows: 1) To justify the division of components of the national brand model of the country into rational and irrational; 2) Analyze each component; 3) To prove the primacy of the irrational component in the formation of the national brand of the country; 4) Explain the reasons for the rapid formation of the national brand of Ukraine in 10 days of the 2022 war. The following methods were used to solve **the set tasks**: cause and effect - in relation to the process of modeling the national brand of the country; inductions and deductions - on the hierarchy of brand forms in the national economy; systematic analysis of the reasons for the formation of the national brand of Ukraine in the conditions of the war against Russia. **The practical significance of the obtained results** lies in the possibility of using the phenomenon of rapid formation of the national brand of Ukraine in difficult conditions.

Analysis of the latest research and the public. Modeling of the future national brand of country is of interest to many scholars, as this process ensures the future economic success of the brand regardless of its form (commercial or not) and type (product, corporate, information, personal, territorial). Modeling a country's national brand should answer an important question - how to influence consumers to choose this brand. It will be recalled that the consumers of the territorial brand are four driving audiences according to S. Anholt: tourists looking for new experiences; investors looking for new opportunities; entrepreneurs looking for skilled (or cheap) labor and new investments; local residents seeking to raise social living standards (Anholt, 2004). In the conditions of the war that unleashed the Russian Federation against Ukraine in 2022, there were serious changes in the driving audiences, due to which the uniqueness of the formation of the national brand of Ukraine is determined. These audiences are divided into: internal - soldiers and volunteers of territorial defense, who are making unprecedented resistance to the Russian army; local residents liberating their cities from the occupiers without weapons; external - millions of refugees hospitably received by the countries of the European Union, migrant workers returning to defend the Motherland; foreign volunteer legions, numerous Ukrainian diasporas, representatives of world science and culture, Ukrainian Olympians. The uniqueness of this process lies in its speed and power. The scale of its global support, the conditions for its promotion and the nature of its associative perception by the international community are unique. The content of Ukraine's national brand is also unique, as it is to protect world civilization from Russian terrorism and aggression that threatens Western and world values - democracy, freedom, peace and sustainable development.

The current development of brand theory shows the increasing role of its emotional, spiritual and mental components that ensure economic efficiency (social - in relation to non-profit objects) and competitiveness of the

branding object. It is no coincidence that the brand is considered by researchers as a social object. Well-known brandologist K.L. Keller rightly emphasizes the presence of brands of rational properties (tangible, concrete) or emotional intangible (abstract) characteristics (Keller, 2005). The interaction of these properties is natural, because consumer emotions are the conductor of his feelings, perception of the brand, which further forms the desire to acquire a brand (in relation to commercial brands), join the object of branding, promote its development (country brand). It is this opinion of the scientist that prompted us to study the philosophical aspect of rational and irrational characteristics of the structural components of the national brand of the country.

The brand as an institution of economic development is a prerequisite for rational and irrational consumer behavior. Irrational consumer behavior is formed under the emotional influence of the brand, which allows to form its next decisions, rational - under its economic and functional influence through informatization and consumer education, consumer understanding of the rational benefits of the brand. The combination of conscious and subconscious consumer behavior, reproduced through the rational and irrational components of the brand, shapes its actions to maximize its satisfaction, which involves emotional, spiritual, mental and economic components.

Rational and irrational components of the brand are characteristic of each type of brand: brand-product, brand-service, brand-person, brand-network, brand-event, brand-company, brand-territory, including the national brand of the country. The important task is to establish the ratio of components, their sequence and role in the formation of the national brand of the country.

Rationality and irrationality as philosophical categories are considered in this context as additional characteristics of the brand, highlighting certain mechanisms of brand impact on consumers and complement the concept of brand-oriented development of the national economy, which we formulated in (Studinska, 2016). It was this part of the branding theory that prompted us to spill the philosophical model of the national brand. A large list of scientists pay attention to the evolution of branding theory, analyze it, discuss it, apply it in practice, but, unfortunately, do not pay attention to its further development, mistakenly considering it complete. Rational and irrational characteristics of the proposed philosophical model of the country's national brand are one gap that is presented in this study. The greatest attention of researchers is paid to the actual concept of the national brand of the country, which most scientists unfairly call «nation branding».

In particular, Keith Dinnie, based on the works of Keller and Chernatony, tries to project the features of branding in commerce to the country as an object of branding: «A nation-brand, where the brand is the **country**, state or nation in question». The author considers a **country**, state or nation as an object of branding, without going into the difference between these objects. In this case, the definition is given for the object «nation» without explanation of this choice: «The nation-brand is defined as the unique, multi-dimensional blend of elements that provide the nation with culturally grounded differentiation and relevance for all of its target audiences» (Dinnie, 2008, p.40).

Nations need to acknowledge this reality and adopt a long-term strategic view when building their nation-brand, rather than aiming for a quick fix short-term advertising campaign whose effects may be ephemeral. Our research is based on Anholt's opinion on the attribution of the national brand of the country to the territorial branding, which is logical and fair, because one of the important advantages of the national brand of the country is to attract tourists, professionals and investors (Anholt, 2004). Anholt S. determines the nation brand as «the sum of people's perceptions of a **country** across the six areas of national competence: the cultural, political, commercial and human assets, investment potential, and tourist appeal» (Anholt S., 2005).

We managed to significantly supplement the theory of branding, in particular, to introduce the concept of form and type of brands, to classify existing brands in the context of the concept of brand-oriented national economy (Studinska, 2019).

A thorough study of the evolution (for two decades) of the country's branding was conducted by a group of authors. The authors systematized both conceptual and empirical research in the field of national branding, which were published in the period from 1998 to 2018 in peer-reviewed business journals. And, most importantly, the authors have filled a gap in the literature, identifying problems that may slow down the advancement of national branding research (Hao, Paul, Trott, Guo, Wu, 2021, p.46). As you can see, researchers use a different term - «national branding»

Vecchi A., Silva E.S., Angel L.M.J. have researched how a nation branding campaign could promote cultural identity by ultimately curbing political polarization (Vecchi, Silva, Angel, 2021). This study applies only to Colombia, the authors attribute the national brand of the country to the meso level, while in the our concept of brand-oriented development of the national economy is the mega level (Tabl. 1). In addition, the authors themselves acknowledge the geographical limitations of the study.

Papadopoulos N., Hamzaoui-Essoussi L. and El Banna A. investigated the impact of the «nation branding» on FDI attraction. The authors use just such a term, «nation branding», but when the context refers to «Coupled with national campaigns to promote exports, attract tourists and generally present places to a variety of target markets», it becomes clear that we are talking about the national brand (Papadopoulos, Hamzaoui-Essoussi, Banna, 2016, p. 616). In our opinion, the brand of the nation can be considered in the socio-cultural perspective, the national brand of the country is a more complex term and inherent in the socio-economic perspective. Moreover, the nation can be scattered around the world, so the promotion of the national brand in the international space will concern the country, not the nation.

The ultimate goal of Kaneva's article is to show that critically informed research from media and communication scholars can contribute significantly to the understanding of nation branding and its multiple implications for nationhood (Kaneva, 2011). At the beginning of the study, the author refers to The New York Times Magazine: «Just

as companies have learned to 'live the brand, countries should consider their reputations carefully» (Risen, 2005). Please note that it is the country, not its nation, that should care about its reputation. A very large-scale study (186 sources) is devoted to the analysis of approaches to defining the nation's brand, in which the author rightly emphasizes the use of different terms: nation(al) brand(ing), country brand(ing), public diplomacy, place brand(ing), destination brand(ing). At the same time, Kaneva N. uses another terms - «the current state of *nationhood*», «brand-state». The author combined the research into three directions: technical-economic, political, cultural approaches and she herself admits that «the proposed map is intended as a reflexive exercise that could inform the practice of research on nation branding, not the practice of nation branding itself» (Kaneva, 2011, p.122).

Presentation of the main research material. A philosophical look at the object of research - the national brand of the country - through the rational and irrational characteristics of its components allows us to present its new structure and explain the influence of each on the formation of the national brand of Ukraine.

The rationality of the brand must be understood in several aspects:

1. **As a characteristic of human activity.** After all, the brand, above all, is the result of purposeful human actions, from his design, design to the creation, development and promotion of the brand. It is important not only the quality but also the consistency of these actions. It is irrational to create any object before its design, as the latter allows you to predict all components of the object, to lay down some of its properties, take into account a set of possible deviations, provide mechanisms for their elimination, ie optimize the formation process. For such a strategic branding entity as a country, the cost of error can be quite high. It is no coincidence that the author of territorial branding S. Anholt calls the national brand of the country a well-known tanker, which «needs 5 miles to change course and 8 miles to stop» (Anholt, 2004).

Building a country's brand should begin with finding the essence, defining the mission, philosophy, platform and strategy for promoting the national brand in the world. The mission of the national brand of Ukraine, historically formed for millennia, is to protect Europe from the external enemy.

Any action to create, develop, manage the national brand of the country must be consistent with its philosophy, which, in fact, encourages other people to act in accordance with their goals. Philosophy as a system of guiding principles that underlie the actions between people, companies, objects and subjects of management, must be well known, clear, convincing. The transformation of the philosophy of the national brand into an imperative of economic and social behavior of citizens, ie the internal need to act in a certain way in accordance with the goals of the country's brand can take more than a century. The peculiarity of the national brand is its strategic nature and longevity. The philosophy of the Ukrainian national brand - protection of world civilization and preservation of European values are obvious, as evidenced by the support of 75% of the population of all Western countries.

2. **As a characteristic of knowledge.** The rationality of the brand is manifested in the conscious search of target audience for functional, economic benefits through the ability to know, compare and make choices that affect the formation of driving audiences. The brand helps people in their search for rationality, it acts as an educational tool that disseminates knowledge, teaches target audience certain new skills, promotes scientific and technological progress.

Creating a national brand platform consolidates the necessary knowledge and determines the format of its future positioning, ideology, nature of development strategy, is used as an effective tool for coordinated management of the country's brand. The national brand platform is being built and structured on the basis of in-depth diagnostics of the external environment and own potential. The structure of the country's national brand platform is shown in Fig. 1:

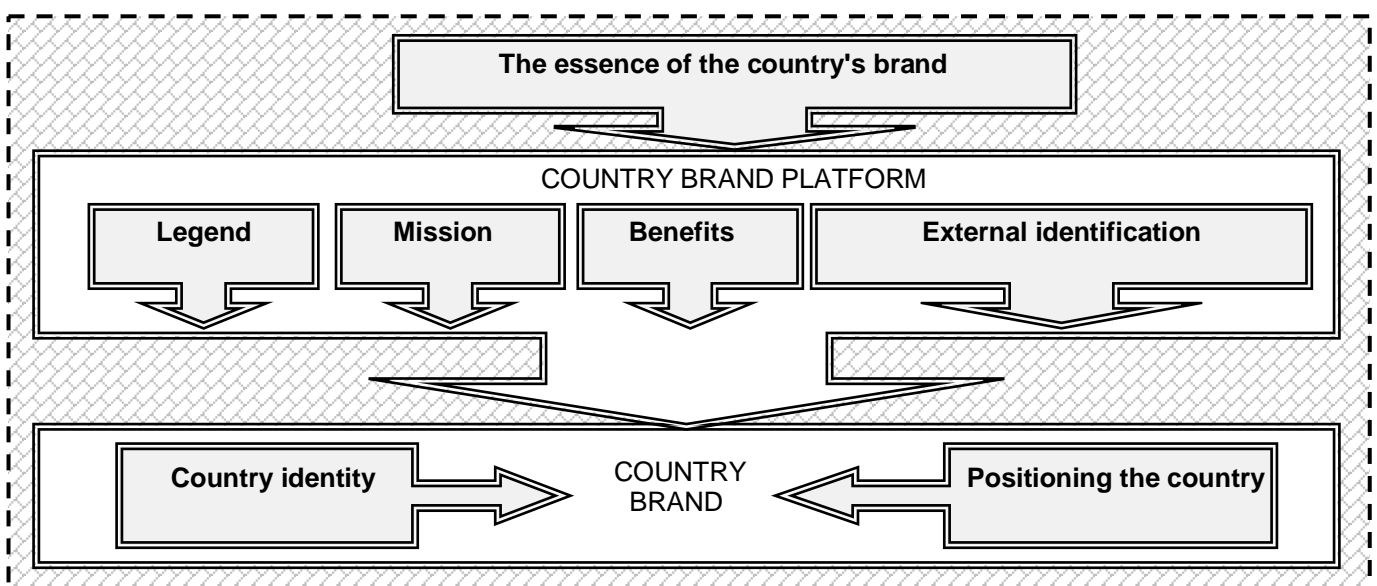


Figure 1. The structure of the country's brand platform (compiled by the author)

The country's national brand platform determines its authenticity by highlighting a list of benefits:

Functional benefits are the primary internal identifiers by which the consumer determines the conformity of the values of the national brand of the country to their own settings. Functional advantages reflect the technical, social, economic, institutional infrastructure of the country, which characterizes the degree of comfort of living, movement, security of living in the country, the attractiveness of business development. We define such advantages as rational. Instead, there are many more irrational benefits.

The primary ones include social, mental and spiritual benefits, the understanding of which ensures the perception of the uniqueness of the national brand of the country. The social advantages of the country's brand provide a person's ability to identify with a certain social group, to express their personal life position, which is a sign of democracy in the country and which Ukrainians are fighting for today.

The mental advantages of the national brand of the country support and develop in a person confidence, inspiration, satisfaction, good mood, psychological rest, strengthening the perception of authenticity. Mental preferences have always been of great importance for Ukrainians, whose satisfaction depended on the ability to make independent decisions, choose a life path and so on. It is the mentality that has united Ukrainian diasporas around the world into one powerful driving audience that supports and promotes Ukraine's national brand.

The spiritual advantages of the national brand of the country contribute to the perception of global or local responsibility, a sense of belonging to global problems, the introduction of further cultural development, innovation, consistent with modern concepts of sustainable development of the world economy. The global responsibility of Ukrainians for the preservation of world civilization is evidenced by the decisions of tens of thousands of citizens around the world to support this protection. Thus, the country's brand is an integrator, a driver of modern economic, social and environmental solutions, most of which form an irrational component of the national brand.

The secondary benefits of a country's national brand are formed in the target audience during his direct stay in the country, but it is necessary to understand and determine them before getting acquainted with the country because this understanding will be the core of building external identification and choosing effective brand communications. Thanks to the unprecedented courage, bravery and perseverance of Ukrainians in the fight against the Russian aggressor, the secondary advantages of Ukraine's national brand were formed, which is due to large-scale support of the world community through rallies, financial infusions, military supplies, humanitarian aid.

The purpose of promoting the national brand in the external environment – creating a positive image of the country, tourism development, attracting foreign direct investment - a list of factors that contribute to increasing the competitiveness of the national economy in the world market. The war in Ukraine against Russian terrorism is still ongoing, however, the world is actively discussing the formation of investment funds for the future reincarnation of industrial, transport and housing infrastructure.

3. **As current trends in the global market for goods and services in general.** The rationality of the country's brand is evidenced by current trends in the world market of goods and services, which primarily promotes brands of goods, services and companies, which should determine the future parity of Ukraine's trade relations with the world through the formation of appropriate sectoral architecture of the national economy.

4. **As a universal category encompassing logic and dialectics.** With the help of dialectics, as a method of philosophy in the general sense of the ability to find the truth, we will build a logical hierarchy of the architecture of national economy brands, which is presented in table 1. Table data. 1 testify to the existence of a large list of rational levers for the formation of the country's national brand. Why was the national brand of the country not built earlier? Because they interfered with: 1) Russian propaganda abroad; 2) Domestic sellers who paid the RF; 3) lack of political will of the state leadership; 4) Excessive carelessness of a large part of the population.

Table 1. List of branding objects in the hierarchy of the national economy

Hierarchy level	Branding objects
Nano level	Goods; services; events
Micro level	Private companies; non-profit organizations
Mezo level	State companies; territories; local authorities
Macro level	National: events, economy; public authorities
Mega level	International: goods (for export), events, social networks; countries

Source: Author's own elaboration.

The rationality of the brand as a universal tool to increase the competitiveness of the national economy is shown in tabl. 2.

Sometimes a small component is crucial. These are such results of the study. Examining the irrationality of the national brand of the country, it is necessary to mention a special type of relationship between target audience and **country's national brand**, which would guarantee harmony between them. The irrationality of the country's brand is a conscious search for such harmony.

The irrational component of the country's national brand is manifested in the unconscious behavior of target audience. Irrational human behavior is beyond reason, is illogical, disproportionate to rational thinking, even one that contradicts it, but emphasizes the supremacy of the sensual beginning of the brand. Given the primacy of the emotional component of any brand (from the product to the national brand of the country), its irrational characteristics must be taken into account when creating a country's national brand and be managed.

Table 2. The role of different types of brands in increasing the competitiveness of their objects

Brand types	Vector impact
Product brand	Increasing the added value of products, creating conditions for increasing wages, taxes in the budgets of all levels; expansion of the consumer market.
Brand of travel services	Promoting the development of small and medium-sized businesses in related industries.
Brand of medical services	Determining social balance in society; ensuring the quality and increasing the life expectancy of the population.
Brands of telecommunication services	Ensuring the informatization of society, creating conditions for effective development of tangible and intangible production of the national economy.
Brand of educational services	Promoting the increase of the country's intellectual potential.
Company brand	Increasing capitalization, liquidity of assets, activation of the financial and credit system, solving socio-economic, environmental, demographic problems of the regions.
Personality brand	Improving the image of regions, countries, increasing investment.
Territory brand, including national brand	Promoting the development of the territory, increasing tourist flows and gross regional product, improving environmental and socio-economic living conditions, welfare.
Brand events	Source of significant income of the national economy and affect the effectiveness of development and promotion of territorial brands, the national brand of the country, and the national economy as a whole.
Branding of public authorities	Creating favorable conditions for management and investment; improving the socio-economic, environmental, demographic living conditions of the population.
Brand-oriented national economy	Synergy of brand potential, improving the investment climate, improving the efficiency of the national economy, growing the country's runway.

Source: Author's own elaboration

The irrationality of a country's branding is seen as a characteristic of the methodology or rules of activity that shape the economic behavior of its target audience. In this aspect, it is necessary to divide the consumer audience of the national brand of the country into external and internal, as discussed above. This need is caused by different goals and methods of promoting the country's brand in the relevant audiences. In particular, the purpose of creating a country's brand for its own population is the need for citizens to be aware of their identity as a single nation, as well as the formation of lasting public confidence in its economic policy. It is the public confidence in the government, its decisions, and reforms that is a guarantee of their successful implementation, moreover, the state of the country's financial and credit system, the structure of its debt also depends on people's confidence, because personal savings can become a powerful financial asset that will not only stimulate lending domestic economy, but will also ensure economic independence from the country's external loans.

The confidence of Ukrainian society in the government and the top leadership of the country during the war against the Russian aggressor is exactly what is needed to fully support decisions, maintain peace, fulfill current tasks and unprecedented unity of society to defeat the invaders.

Conclusions. Summing up, we note the following: important characteristics of the brand that affect its effectiveness are its rationality and irrationality, which depend on the emotional perception of the brand and shape the economic behavior of target audience. The study of the rational and irrational components of the national brand of the country expands the scientific horizons of branding theory, ie is unique. This model of the national brand of the country is universal, but the role and ratio of components will depend on the national traditions, culture of the country, level of economic development. The rationality of the national brand of the country must be understood through the characteristics of human activity, the characteristics of knowledge, current trends in the world market of goods and services and as a philosophical universal category that includes logic and dialectics.

Functional advantages are the primary internal identifiers that characterize the degree of comfort, mobility, security of living in the country, the attractiveness of business conditions, and therefore defined as rational. Social, mental and spiritual benefits, the understanding of which ensures the perception of the uniqueness of the national brand of the country, are irrational, but decisive in relation to the rational.

The emotional or rational component of the philosophical model of the national brand of Ukraine played a decisive role in the total identification of the Ukrainian nation and in the formation of the country's national brand. In the harsh conditions of the escalation of Russia's war against our country in February 2022, the overwhelming majority of patriotic citizens were joined by a significant number of the population who identified themselves as supporters of the «Russian world». This unification around the national idea, the unitary state, for democracy and freedom made it possible to create a powerful synergy that stopped the aggressor and forced him to retreat. Such integration of the population ensured a positive perception of our country and population by the entire civilized world. A strong emotional unification around the national idea ensured the formation of the essence of the national brand of Ukraine. It is clear that the final formation of the national brand of our country is very far, taking into account the economic damage caused by the Russian troops, but the country's fame, its positioning and mission are known to the whole world. The perception of the country is positive enough to provide it with full diplomatic, legal, political, military and economic support.

The uniqueness of the national brand lies in the rapid pace of its creation, global identification and associative perception of the world community, difficult conditions for its formation, unprecedented support of the world, the highest goal – protection of world civilization from terrorism and aggression, preservation of important values of peace, goodness, harmony economic prosperity.

The limitation of the study is determined by the novelty due to the lack of existing views on this issue, as most studies are devoted to the practice of research of commercial brands (goods and services) and national branding of the country, and this work concerns the development of branding theory. At the same time, novelty is a valuable and main advantage of the article on the current state of knowledge about the formation of the national brand of the country, as it develops and deepens the theory of the country's brand.

The results of the study will help to consider new forms of subbrands of the national brand of the country, to systematize them and to form a certain hierarchy in order to increase the efficiency of its operation. The practical significance of the obtained results lies in the possibility of using the experience of forming the national brand of Ukraine for its strengthening, development and promotion in the international environment.

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