
Preface

Formation of country positive image as a factor of nation competitiveness is an important prerequisite for the successful domestic goods and services exports to international markets. The country positive global brand allows it to influence on international relations, increases its investment attractiveness, provides an influx of skilled labor and tourists, and also allows using the advantages of the global economy for national economic development.

The analysis of modern concepts in the field of nation branding has proved the existence of unresolved issues in terms of determining the essence of the nation brand as a global instrument for the country competitive advantages development, its relationship with other categories of national marketing – country vision, image, reputation, which largely determined the strong ambivalence of research, taking into account multidisciplinary of these concepts. The role of the nation brand in the state position in the processes of global competition needs to be clarified.

The corporate profile of brand analysis has shown that strong brands contribute to the formation of a national culture and image of the country. Many companies use the country of origin brand effect to promote their products to the global market and increase their profits accordingly. As it has shown in the study of the interdependence of the number of international brands created by the country and the global index of competitiveness of countries of the world, country image and export of brands interact with each other, because if country image is improved, the cyclical mechanism is launched: the country promotes brands, and brands promote countries.

Proceeding from the multidisciplinary of the studied concepts and the critical analysis of scientific research in the field of nation branding, the brand construct has been formulated in the national imedgeology system, which involves the formation of a vision (established characteristics) under the influence of conditionally static factors (natural resource potential, national and cultural heritage, geopolitical factors; historical events and the prominent citizens contribution, the basic form

of state and governance structures), conditionally dynamic sociological factors (socio-psychological sentiment in society, forms of socio-political integration of citizens, moral and ethical aspects of the society development) and conditionally dynamic institutional factors (economic system, legal space, power (management) structure), and the formation of a brand, which is classified by the levels (corporate, regional and national), on the basis of positive image (including thoughts of residents (representation) and non-residents (perception)). These elements form the country reputation system in order to form and implement reputational capital in a global competitive environment.

The key determinants of country brand formation are: national image of a country, reflecting the socio-economic, political, cultural potential and its relevance to the brand offered to the world community; availability of the institutional base and coordinated activities of the relevant state structures; large-scale investments in the nation brand promotion; significant investments in tourism; PR-campaigns in the world through the media industry networks; emphasis on the strengths of the organizational and economic structure of the state, a thoroughly thought out strategy of support and development of state image, adopted at the government level, implemented consistently and constructively.

The determinant system of nation brand formation that covers objective (elements of national image), subjective (institutional base, financial resources and state policy) and objective-subjective components (state image conformity to the nation brand; using national image strengths; using the economic achievements of the country), is a theoretical and practical basis for the development of innovative technologies for the formation of the nation brand promotion in the global economic and political space.

The analysis of the use of nation brands in the global economy, reflected in the global indexes of nation brands, has shown that such countries as: the USA, China, Germany, Japan, the United Kingdom, France, Canada, maintain a consistently high ranking in the ratings of *Brand Finance* organization (*Anholt-GfK Nation Brand Index*), *Bloom Consulting* agency (*Country Brand Ranking*), and *Future Brand* company (*Country Brand Index*). As a result of a thorough analysis of the components of these ratings, the factors, directly influencing the formation of the nation brand, are summarized: development of the investment segment, which includes domestic investments, analysis of the possibilities of the domestic investment development, as well as the analysis of the degree of risk; development of export potential of the country and reduction of

imports as an incentive to increase employment and provide domestic markets for domestic producers; development of human capital as a factor of innovation production improving; the development of international tourism as a factor of the formation of positive country image.

The study of rating of *PWC* organization, created on the basis of measuring of the corporate brands market capitalization, has proved the stable interdependence between the presence of strong corporate brands with high positions of the nation brand.

In contrast to complex global ratings, such as *Anholt-GfK NBI*, "*The Good Country*" *Index*, *Brand Finance NBI*, *CBI Future Brand*, *GCI*, where Ukraine occupies rather low places (46, 87, 61, 74, 81 places respectively), it shows obvious progress in "point" ratings that assess the economy state in one or several close directions. In particular, the tax burden rating (43), *Doing business* rating (76), industry ratings: iron ore mined in the country (7th place in the world), potato production (4th place in the world), arms exports (9th place in the world), the leaders places in the world in the export of agricultural products (sunflower oil, barley, corn, honey, wheat, flour, flakes).

It is stated that taking into account the low starting positions, Ukraine could rise above in the system ratings. According to individual components, the country receives the lowest estimates in areas related to the quality of governance. This is protection of property rights, the level of corruption, the efficiency of the judicial system. In this case, external factors do not play a role, because everything depends on the political will of the power branches. The result will be not only the improvement of the position in the ratings (which is good, but should not be the main goal), but also capital inflows from foreign investors, for whom the weak protection of property rights remains the main obstacle, the growth of bank lending, the development of national business and, as a consequence, the growth of the economy and the welfare of citizens. All this will affect the improvement of country image in the world.

The value of Top-100 most expensive Ukrainian brands is 0,03 % of the value of the Top-100 world's most expensive brands, while most of them (78 %) belong to the brands of the food industry and retail, which shows the orientation of the Ukrainian leading companies mainly on the domestic market, carrying it out at the expense of imports, which determines its growth. Among the main obstacles affecting the competitiveness of Ukrainian companies on the global market are identified: "supply" obstacles (low labor productivity and low labor mobility, difficulty in credit obtaining, low level of domestic and foreign direct

investment, insufficient innovation support system); "doing business" (insufficient competition in some sectors of the economy, outdated transport infrastructure and industrial structure, over-regulation and bureaucracy of procedures, lack of effective means of intellectual property rights protecting, inefficiencies in customs procedures and low level of institutional support); "development" obstacles (high levels of poverty, population decline, outflow of skilled workers, interregional differences, and a number of others).

The foreign economic image of Ukraine should be considered as a kind of project activity, which includes: purposeful formation of a positive attitude towards the country of potential foreign trade partners, investors, tourists; achieving political success in the international arena; promotion of elements that demonstrate the uniqueness of the country in the world; conducting of international advertising campaigns of educational character; a dynamic response to unjust attacks against the country and its citizens.