

Federal State Budgetary Educational Institution
of Higher Education
**RUSSIAN ACADEMY OF NATIONAL ECONOMY AND PUBLIC
ADMINISTRATION UNDER THE PRESIDENT
OF THE RUSSIAN FEDERATION**

As a manuscript
Жиркова -

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**TERRITORIAL BRANDING AS A TOOL FOR REGIONAL
DEVELOPMENT**

Scientific specialty: 5.2.3. Regional and sectoral economics

ABSTRACT

Of the dissertation for the degree
of Candidate of Economic Sciences

Supervisor: Doctor of Economics, Associate Professor P. Yu. Makarov

Vladimir, 2025

The relevance of the research topic is determined by the growing importance and active formation of territory branding as a tool for regional development. Currently, territories are faced with the problem of improving regional management tools; as a result, authorities are faced with the task of creating and mastering new tools for implementing regional development. The emergence of such a need is due to the actively developing economic, political, organizational conditions of the modern world, as well as competition. One of these tools is territory branding. Today, such technology is increasingly becoming part of the socio-economic development of the constituent entities of the Russian Federation, as an effective way to develop territories, making it possible to increase their competitiveness, attract additional resources and create conditions for the development of innovation.

However, in established theory and practice at the regional level, the understanding of territorial branding as a tool has not been fully developed. This is due to the fact that the concept of «territorial branding as a tool» is not defined in regulatory documents. Place brand and territorial branding are considered tools for regional development, and therefore the content of these concepts requires detailed consideration and clarification.

Territorial branding as a tool is widely used, but its role among regional development tools is insufficiently understood; it is most often viewed as a standalone tool. Therefore, it is necessary to correlate territorial branding with regional development tools.

Territory branding in domestic practice has been little studied: most publications are not systematic; most often the analysis is presented by a single subject, since there is no single assessment algorithm.

Thus, at present, neither models nor tools for territory branding have been formed, with the help of which representatives of government authorities of a certain constituent entity of the Russian Federation could organize the process of developing a territory brand for the purpose of regional development.

All of the above determines the need to develop a theoretical and methodological approach to the process of territory branding as a tool for regional development.

The degree of scientific development of the problem. The following foreign researchers have devoted their works to the problematic issues of place branding: A. Alves, F. Rodriguez, V. Strehlau; I. Andersson; A. Acharya, Z. Rahman; E. Berglund, K. Olsson; R. Vunier; Z. Garanti, Sh. Ilkhanizade, S. Liasidu; D. Gaertner; F. Jafarli, M. Canavari, and others.

The concept of «tool» in relation to the regional development of territories was considered in their works by: G. F. Balakina, N. V. Koloskova; O. R. Garayev; V. Z. Petrosyants, L. G. Shakhtamanova; B. A. Raizberg; E. S. Charkina, S. N. Miroshnikov. Dictionary interpretations of the concept «tool» in the context of regional development were analyzed by: B. A. Raizberg; O. V. Kozhevina; L. A. Zhigun; O. V. Gorsheneva; A. A. Vasiliev; V. B. Mantusov, N. G. Lipatova, O. G. Bobrova; I. V. Gruzkov, Z. S. Dotdueva, N. A. Dovgotko and others.

Theoretical issues of analyzing the content of the concept of «place brand» became the basis for the works of Russian researchers: E. A. Balezina, V. V. Forostyan; A. S. Brusova, I. A. Shchepina; I. S. Vazhenina; S. A. Kirillova, L. A. Gerasimova; T. V. Meshcheryakov, I. Yu. Okolnishnikova, G. Yu. Nikiforova; V. N. Ovchinnikov, A. G. Druzhinin, A. Kh. Tambiev and others. Among foreign scientists, the works of S. Anholt, E. Brown, E. R. Gold, S. Zenker, M. Kavaratzis, E. H. Klin, G. J. Ashworth, J. Eshuis and others stand out.

Among the works directly devoted to the construction of a model for assessing the practice of place branding, we can note the studies of M. Balakrishnani, G. Kerr; M. Berrada; A. S. Brusova, I. A. Shchepina; M. Kavaratzis; O. M. Kalieva; N. P. Ketova, E. D. Tasina and V. N. Ovchinnikova; K. Pawlak, G. Hajduka; I. G. Rzun, N. O. Starkova; P. Foroudi et al.; S. Hanna, J. Rowley; S. A. Khlebnikova.

To analyze foreign experience in the practice of territory branding, the following works are important: I. D. Devi; F. J. Cristofol, G. Zamarreño-

Aramandia, E. Cruz-Ruiz, J. de San Egenio-Vela; J. de San Eugenio, J. Ginesta, M. Compte-Pujol, J. Frigola-Reig; K. Nagaynai, J. Lee, and others.

Despite the highly developed issues in the field of using place branding as a tool, there is a growing need to develop a model of place branding and its tools. This served as the basis for formulating the goals and objectives of the dissertation research.

The purpose of this dissertation is to develop a theoretical and methodological approach to the process of territorial branding as a tool for regional development.

To achieve this goal, the following **objectives** were set, which consistently develop the stated topic of the dissertation:

1) determine the theoretical basis for studying territory branding as a tool for regional development;

2) develop an algorithm for assessing the practice of branding territories of various constituent entities of the Russian Federation;

3) identify the basic principles of territory branding in the context of regional development based on an analysis of the practice of its application in the constituent entities of the Russian Federation;

4) develop a methodological approach to the process of territory branding as a tool for regional development.

The objects of this study are the process and system of territorial branding as a tool for regional development.

The subject of the study is organizational and managerial relations that arise in the process of territory branding in the interests of socio-economic development and increasing the attractiveness of the region.

Compliance of the dissertation with the field of study of the specialty. The subject area of the research and its results correspond to the Passport of the scientific specialty 5.2.3. Regional and sectoral economics, paragraph 1.11. Regional economic policy: goals, tools, assessment of results; paragraph 10.19.

Marketing of territories as a factor of socio-economic development and increasing investment attractiveness.

The theoretical basis of the dissertation research was the scientific works of modern domestic and foreign scientists, materials from specialized journals, legislative and regulatory documents of the Russian Federation.

The methodological basis was such research methods as observation and collection of facts, analysis and synthesis, generalization, induction and deduction, graphical and tabular analysis, comparative analysis, mapping method (building a mental map), statistical-semasiological analysis method, systematic literature review method (the VOSviewer program and Word's Cloud service were used to visualize the results), modeling method, etc.

The information base for the dissertation research was: monographs, articles and publications of domestic and foreign authors, dictionaries and reference books on economics and management, materials of abstracts, regulatory legal acts of the Russian Federation, reference and statistical data of the Federal State Statistics Service of the Russian Federation, the Ministry of Economic Development of the Russian Federation, the Ministry of Industry and Trade of the Russian Federation, as well as data from the Russian Cluster Observatory of the National Research University Higher School of Economics, data from official websites of administrations of the constituent entities of the Russian Federation and official portals of ministries, governments of the constituent entities of the Russian Federation, information from the websites of regional development agencies of the constituent entities of the Russian Federation, data from official electronic news portals of all-Russian and regional newspapers, as well as from regional tourism portals, official websites of territory brand developers, etc.

The following scientific results were obtained during **the dissertation research**:

1. An approach to studying territorial branding as a regional development tool has been developed.

Based on statistical-semasiological analysis, a definition of «territorial brand» has been formulated: a unique image identifiable among other territories, reinforced by distinctive value characteristics and features of the territory, evoking certain associations or impressions in the minds of people. This definition reflects the key characteristics of the concept: «unique image», «associations or impressions associated with a specific territory», «territorial characteristics/features», «identity», and «set of values». This definition formed the basis for the development of a substantive and effective model of the concept of «territorial branding», which reveals its essence and reflects the final result, as well as for understanding the concept of «territorial branding as a tool for regional development».

The definition of territory branding as a development tool has been formulated - these are means and methods that ensure the implementation of management decisions aimed at achieving strategic, economic and other goals and objectives of a constituent entity of the Russian Federation by increasing the competitiveness of a certain territory. The resulting formulation allows us to interpret territorial branding as a tool of regional development along with other tools, such as: territories of advanced socio-economic development (PSED), «growth points» («growth poles»), territorial clusters, special economic zones (SEZ), territorial development zones, innovative scientific-technological centers (ISTC).

In particular, territory branding can be interpreted as a tool for regional development, since it is aimed at achieving common goals: increasing the competitiveness and attractiveness of the territory; creating favorable conditions for attracting domestic and foreign investors in order to increase investment; increasing the number of qualified human resources; ensuring accelerated socio-economic development of a certain subject of the Russian Federation; increasing the attractiveness of life and activities of the population in a given territory; developing the potential of the region, as well as various areas of business, improving the territory's infrastructure; creation of new jobs.

The presence of common goals indicates the general characteristics of territory branding and the main instruments of regional development, which allows us to consider it as an instrument of regional development.

This scientific result corresponds to the Passport of the scientific specialty 5.2.3. Regional and sectoral economics, paragraph 1.11. Regional economic policy: goals, tools, assessment of results.

2. An algorithm for assessing the practice of place branding has been developed, based on the main theoretical models that are currently presented in the scientific literature. The proposed algorithm includes: identifying the subjects of management (the initiator and developer of the territory brand), studying the goals of developing the territory brand, identifying the target audience, assessing the attitude of the main groups of the target audience towards the territory brand, identifying the key elements of the territory brand (logo, its corporate color and shape, slogan), determining the competitive advantages of the region, analyzing the main tools that influence the formation and development of the brand, as well as assessing the effectiveness of the territory brand.

The proposed algorithm is a consistent procedure for analyzing the practice of territory branding, starting from determining the initiator and developer and ending with assessing the effectiveness of the region's brand, and is applicable as a basis for analyzing the practice of territory branding in various constituent entities of the Russian Federation.

This scientific result corresponds to the Passport of the scientific specialty 5.2.3. Regional and sectoral economics, paragraph 1.11. Regional economic policy: goals, tools, assessment of results and paragraph 10.19. Marketing of territories as a factor of socio-economic development and increasing investment attractiveness.

3. The management and design-regulatory principles of territory branding in the context of regional development are determined, obtained by analyzing the existing practice of territory branding in 40 constituent entities of the Russian Federation. The principles identified include the principles of goal-setting,

orientation, consistency, evaluation of results, communication, planning and use, accessible image of the territory, as well as the principle of the uniqueness of the territory.

The formulated provisions differ in that they are based on empirical data on the practice of branding the territories of the constituent entities of the Russian Federation under consideration.

The identified principles formed the basis of the territory branding model.

This scientific result corresponds to the Passport of the scientific specialty 5.2.3. Regional and sectoral economics, paragraph 1.11. Regional economic policy: goals, tools, assessment of results.

4. A methodological approach to the process of territory branding as a tool for regional development has been developed, including a process model and tools. The process model covers the main stages of the territory brand development process: preparatory stage - solving problems related to the formation of a working team; the main stage is the development and assessment of territory brand elements; assessment and control stage. The input/output of each stage is determined, the characteristics of the stages are given, indicating the responsible persons. Based on the model, a toolkit has been compiled that is recommended to be used in the process of developing a territory brand in the context of regional development. The toolkit is a system of tools grouped based on a process model of certain stages of territory brand development.

The proposed model differs from existing analogues in that it is based on the basic principles of territory branding in the context of regional development, which were formulated in the process of analyzing the existing practice of territory branding in the subjects of the Russian Federation under consideration. The peculiarity of this model is that it not only covers the main stages of territory brand development and is presented as a process, but also assumes a managerial focus and identifies the main people responsible for each stage of development and implementation. The proposed tools can be used at all stages of the process model, and there is also the possibility of choosing them.

The resulting model is applicable as a basis for developing a territorial brand and as a tool for regional development. The presented tools are intended for methodological support and use in the process of developing a territorial brand in the context of regional development.

This scientific result corresponds to the Passport of the scientific specialty 5.2.3. Regional and sectoral economics, paragraph 1.11. Regional economic policy: goals, tools, assessment of results and paragraph 10.19. Marketing of territories as a factor of socio-economic development and increasing investment attractiveness.

Theoretical significance of the study. The scientific results obtained during the dissertation research contribute to the formation of a relationship between the theory and practice of place branding and regional economics and can serve as the basis for further theoretical and methodological developments in this area.

The practical significance of the study lies in the possibility of application by federal and regional authorities of the developed process model of territory branding in the context of regional development. In addition, the conclusions and provisions obtained during the analysis of the practice of branding territories of the constituent entities of the Russian Federation can be used in the formation of brands of regions, cities and individual territories.

Approbation of research results. The main provisions of the results of the dissertation research were presented by the author at scientific and practical conferences: the international scientific and practical conference «Economics: yesterday, today, tomorrow» (Penza, 2024), the international scientific and practical conference «Economics and Law» (Petrozavodsk, 2024), the international scientific and practical conference «Branding as a communication technology of the 21st century» (St. Petersburg, St. Petersburg State University of Economics, 2025), All-Russian (with international participation) scientific and practical conference of young scientists «Financial and economic research: current issues of theory and practice» (Donetsk, Donetsk State University and Moscow School of Economics of M.V. Lomonosov Moscow State University, 2025), international

scientific and practical conference «Global scientific trends: problems and solutions» (Moscow, 2025).

Publications on the research topic. On the topic of the dissertation research, 10 scientific works have been published, of which 5 articles are in scientific publications included in the List of peer-reviewed scientific publications recommended by the Higher Attestation Commission of the Ministry of Science and Higher Education of the Russian Federation and meeting the requirements of clause 2.5 of the Procedure for awarding the academic degree of Candidate of Sciences, the academic degree of Doctor of Sciences at the Russian Academy of National Economy and Public Administration under the President of the Russian Federation.

Structure and Scope. The dissertation consists of an introduction, three chapters, a conclusion, and contains 34 tables, 63 figures, and a bibliography of 220 sources. The total length of the dissertation is 225 pages. The work contains 15 appendices.