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Ministry of Economic Development and Trade of Ukraine (Kyiv, Ukraine)***BRAND OF COUNTRY AS A POTENTIAL
FOR SUSTAINABLE DEVELOPMENT OF UKRAINE**

The search of an effective solution of the economic crisis in Ukraine requires the use of innovative approaches to the choice of strategy development, economic management mechanism, integration of internal and external sources of funding. The formation of a national brand of the country is an extraordinary approach to this difficult situation. Using the experience of building national brands proves the effectiveness of this strategy. Support of the branding process by the European community will provide a synergistic effect of economic growth in Ukraine.

Keywords: national brand, brand of country, sustainable development, economical potential, image of country.

Introduction. The economic crisis of Ukraine requires active seeking opportunities to overcome this situation, changes in public administration, exacerbates competition for resources: intelligence (labor), capital, energy, high technology. Information, science, education as source of economic development are defining the success of competition between countries. One must rebuild economic independence and power over our country through reforming all spheres of life in general national level, fundamental structural changes of the regional economy, finding own way to economic independence, sustainable development, social balance that so perfectly fits to the format of creating a national brand.

Overview of publications on the topic. The founders of the theory of branding and cities are S. Anholt [1], marketing research firm of cities engaged Ph. Kotler [2], K. Asplund [2], I. Reyn [2] and D. Hayder [2]. Ukrainian researchers also refer to the subject of territorial brands: Z.S. Lyulchak, A.A. Lipentsev, Yu.I. Galushchak [3] studied national brand from a position of international events (Lviv), O.M. Olefirenko, M.Yu. Karpishchenko [4] studied brand of the city (Sumy), T.L. Nahornyak analyzed the dependence of the world political recognition of the country of its brand (Kyiv) and others. At the same time, the topic requires a comprehensive approach to explore the possibility of a national brand for our country.

The purpose of the study is to prove the necessity of forming a national brand as the strategy of economic development of Ukraine.

Materials and methods. The information base for scientific research were the works of leading scientists on regional and national branding, theoretical and methodological approaches of foreign and domestic scholars and researchers, personal research materials. For the reaching of the purpose were used: synergistic approach to the integrated use of commercial, non-profit and regional brand; management approach to the process of national brand control in the specific market conditions; situational approach to the brand as a tool for solving of social, economic and political problems complex of the country. The object of research is Ukraine, its state and territorial space.

The main part of research. Ukraine-2014 belongs to the low-income country, requiring the expansion of investment into physical and social infrastructure. Taking into account the number of social problems, political crisis and continued military aggression in the East,

which encourage the further destruction of the social and industrial infrastructure, the forecasts of economic development of Ukraine in 2015 year are unfavorable. The government assumes GDP fall by 11% compared to 2014 year. Every day needs 100 million UAN in support of military forces and of ATO [5]. However, Ukraine is the most attractive country in the world from the point of view of intellectual, natural resources, geographic, and market potential. Globalization and chaotic processes change the role of social and economic institutions in the global economic development, exacerbated by global competition. "United Europe will be the largest market in the world". – says Ph. Kotler, K. Asplund, I. Reyn and D. Hayder [2, p. 15]. Ukraine is not simple a part of Europe, it is its geographic center. Ukraine is a 5,9% of overall Europe and 45,5 million people or 5,5% of its population, corresponding to 7th place. Ukraine is four from ten European transport corridors, 1/3 black soil of Europe or 8,7% of the world [6]. Thus, the integration of Ukraine with the European Association is the process of mutually beneficial for both the European Union and Ukraine. It is necessary for ukrainian economy, which is now highly dependent on foreign markets, to defend national independence, to rebuild the mighty power through fundamental structural changes in the economy, to reform all spheres of life, to search its own way to economic security, social equilibrium and political confidence. Integration with the European Association is the optimal direction of mutually beneficial development (Fig. 1).

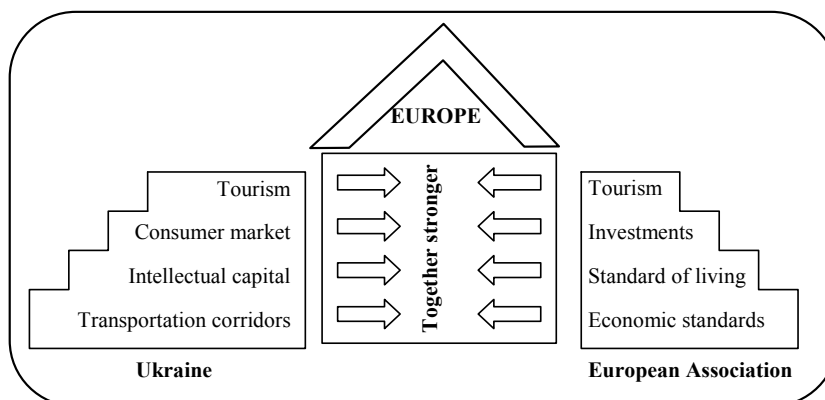


Figure 1 – The mutual advantages of Ukraine's integration into European Union, (compiled by the author)

The effectiveness of the modern economy of each country development depends on access to acutely scarce resources: capital, energy, labor, knowledge and high technology. Ukrainian society, as a provider of intellectual labor is characterized with highly entrepreneurial ability, what makes it one of the most attractive in the world and is the key to transforming the country into a prosperous, powerful economically developed country. Creating the conditions for realizing the potential of the intellectual capital of Ukraine will bring some benefit and preference over European Association.

Globalization and chaotic development of the world's processes are united under one roof of the continent, even the planet. Environmental problems, problems with food, military expansion is now common problems requiring common solutions of the international community. The second advantage of Ukraine is its geographical location and the

presence of 4 from 10 European transport corridors, what makes it attractive optimization of transport costs in the general European scale. Ukraine is an attractive market for consumer goods manufactured in Europe, both in absolute measures and in qualitative measures, as the level of consumer satisfaction in the country today is quite low. An important part of Ukrainian advantages is its historical and cultural potential, which is still unknown to European tourists.

European Association for Ukraine is, above all, collective security, social and economic standards of development and investments. The format of investment flows may be different: grants, loans, leasing, venture capital, and so on. It is important in each case to find the appropriate form of effective control over the use of investment as well as their targeted use and their efficient implementation.

One should concentrate on mobilizing domestic economic potential of Ukraine, what provides:

- operational introduction of reforms which were envisaged agreement with the European Association;
- capitalization of property and equipment and intangible assets;
- the development process of branding the commercial and non-commercial projects;
- building a national brand of Ukraine.

The reform of the administration, legal system, social development is a basic issue which provides an opportunity for carrying out the other measures with the purpose of qualitative transformations in the country. One of the main issues is the return of confidence in the government's domestic economic potential because people can become a source of funding. According to the State Statistics Service of Ukraine the number of unfinished houses in Ukraine is over 7800. The total cost of unfinished projects in Ukraine is estimated at 102,5 billion dollars, which is about 55% of Ukraine's GDP in 2013 [7]. More than 275 thousand investors who invested construction industry of the country left homeless and without money. State guarantee of investment reduces risks and creates the conditions for overcoming the crisis because the construction industry is an indicator of economic development. Formalizing unfinished building is the reserve of the capitalization of estate and further economic development. Creation, development and promotion of national brand of Ukraine is the largest domestic potential. Since the process of branding in Ukraine does not meet the general global level, tone should stimulate the process as for commercial and non-commercial objects and integrate it into the overall process of branding the country.

Under the commercial brand we understand the objects of the branding which are aimed at their further implementation, increase economic efficiency of sales and additional income. The commercial brand can be built based on product, service or organization that may be subject for the process of sale. To the non-commercial brands refer brands under-organization (non-profit), brand personality, brand territories.

S. Anholt for the first time, as a term, used the concept of “branding places” and was the main developer of integrated, diversified approach to branding of territories, as opposed to focusing on any one aspect (mostly tourism). He believed that provided support for the development of export product brands and consistency of government support to the national development strategy may affect the long-term prospects of the country. “National strategy for development of brand determines the most realistic and competitive strategic vision of the country and ensures that this vision is supported at every interaction between the rest of the world”, – wrote the scholar [1, p. 23-24]. Depending on that how the country is promoting itself in trade, tourism, inward investment, its performance in domestic and foreign policy and

the way these activities are distributed, how the country presents its culture, people behave abroad and attitude to guests in their country which vision of the country is covered in the mass media which association the country producer is determined by the corresponding competitive country in the world. S. Anholt paid attention that the advertising area not supported by real actions to improve the investment climate, tourism infrastructure, quality of life, – is not branding but advertising area. Branding gives a great opportunity if we use historical preconditions of area and focus on territorial identity, which the researcher presented in the form of a hexagon, showing the six elements of modern brand areas: tourism, export brands, politics, business and investment, culture, people in Fig. 2.

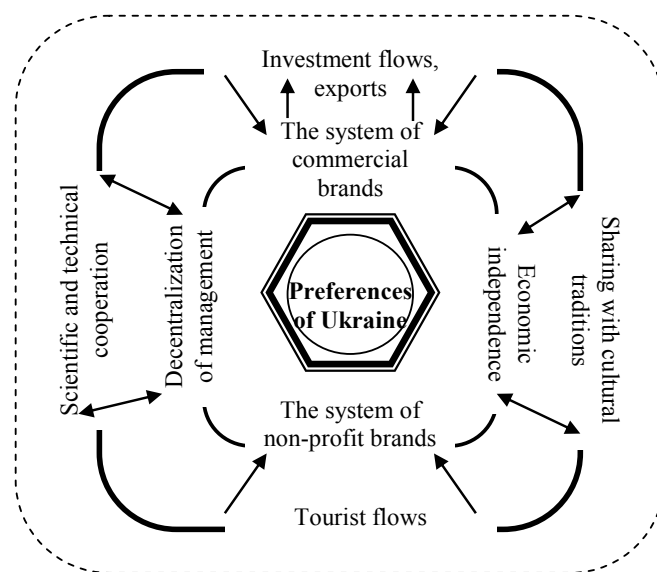


Figure 2 – Model-based brand Ukraine hexagon S. Anholt, (compiled by author for [8])

Values and benefits of the country attract the attention of intellectual and financial capital that will provide efficient scientific and technical cooperation, exchange of cultural traditions, will stimulate tourist flows. General national policy of decentralization of regional management will provide the basis for self-selection towards economic development of each region, providing stability and balance of its transformation through diversification of economic growth sources. Formation of commercial and non-commercial brands of the country will contribute to the social-economic, political and economic processes; ensure its overall development through the integration of brands.

Branding regions is used as a strategy to increase the competitiveness of the city territorial formations (free economic zones, recreational areas) states to conquer foreign markets, attract investors, tourists, new residents and skilled workers. Formation of the area brand vis directed to overcoming the local shortages of material and non-material resources through efficient use of existing and additionally involved ones. A particular aim of forming of the brand is idea of the public understanding of the uniqueness of the territory and its development of potential and opportunities to realize its intellectual and financial capital, as evidenced by the creation of appropriate conditions and space. Brand country uses its technology and tools, the

destructive force of the country are four main audiences:

- investors who are looking for new opportunities to integrate own capital;
- entrepreneurs seeking skilled labor and appropriate conditions for business development;
- local residents who want better life and stable earnings;
- tourists looking for new experiences, emotions, spiritual satisfaction.

The starting links in this chain are the tourists, the flow of which contribute to the development of infrastructure, enhance processes in the country, which in turn generates further commercial interest of investors. Tourism is one of the locomotives of modern economics. The impact of international tourism on the national economy of a particular country or the entire world economy is a significant one as it determined by indicators of macroeconomic development. The sphere of international tourism accounts for about 5% of gross domestic product (GDP) in some developed countries and developing countries – more than 10% [9, p. 2]. Tourism has the potential to become a powerful industry, significant and stable source of revenue, a tool for development of related industries and entire regions, creating new jobs and improving the country's image.

Active development of tourism in Ukraine has all the necessary conditions: geographical location, favorable climate, rich natural and recreational resources, diversity of landscapes. The strategy of increasing tourist attractiveness, which is an important part of the overall strategy of forming a national brand, consists of four steps:

- 1) development of an attractive positioning and image;
- 2) creating incentives for tourists (promotion of image corresponding economic conditions);
- 3) creation of services system (high level of infrastructure);
- 4) spreading an attractive opportunities.

Each step consists of a diagnostic for determining competitive advantage, setting goals and developing a vision, a plan of action.

Formation of a national brand and of commercial and non-commercial brands involves the creation of favorable conditions for attracting foreign investments that ensures the creation of new jobs, improves well-being and sustainable livelihood of residents. The appeal of conditions must be preserved for development of entrepreneurship, small and medium business (SME), which should be the engine of the economy.

S. Anholt noted that the planning strategy of building of the area brand requires compliance with certain conditions:

- the existence of political resource, which wants to work with the private sector thoroughly, impartially, openly;
- the existence of plan of the sustainable economic and social development, which forms the basis of branding strategy;
- the trust and goodwill of companies and organizations of local and regional governments, municipal authorities, government officials, trade and tourism associations and population of the country [1, p. 30].

The program of development of the country requires the innovative strategies directed for capitalizing of investment. By marking key points of the economic situation of the country, realizing prospective vision, having defined the philosophy and built a brand's platform it's possible to mark the motion of the vector of the country or to formulate a national strategy for Ukraine: *establishing economically strong, socially prosperous, world famous and attractive democratic European country.*

An integrated approach to the development and implementation strategy for Ukraine in

combining with harmonious national brand that has legislative support for the government, the state and society, reveals great opportunities for the domestic economy, provides the necessary conditions for its effective rapid development that will ensure further social and economic changes in our society.

Stages of the strategy:

1. Prediction identifying key characteristics of the future based on a systematic analysis (SWOT) of the certain range of factors for the purpose of prediction capabilities, opportunities and threats.

2. Identification and selection of options based on the comparison and evaluation of alternatives based on resource requirements (particularly acutely scarce) reality of plans, risk, and finally profitability.

2.1. Formation of public awareness in society and changing human values.

2.2. Improving the country's defense.

2.3. Institutional changes in the political, judicial, legal and administrative systems.

2.4. Intensive development of education, science, as instruments of economic competitiveness of the country.

2.5. Greening of production and environmental protection.

2.6. Transformation of social policy.

3. Formulation of strategic objective and determine the terms of its achievement.

4. Development of program of actions and schedule (linear or network) of phased implementation work. Drawing of program requires the definition of objectives, priority and indicative time frame.

5. Budgeting – implementation of accounts related to the determination of the need in financial resources and their distribution by the type of work and planning stages.

Table 1 – SWOT analysis Ukraine [6; 10]

1. Strengths		
№	List	Valuation
1.	Natural resources:	8 points from 10 (200 resources)
1.1.	Natural gas	900-1100 bln m ³ (12-15 years of reserves for own needs)
1.2.	Shale gas	1,2-7 trln m ³
1.3.	Coal methane	Ukraine ranks 9-th in the world reserves of coal methane 314 bln m ³
1.4.	Oil	40 million tons/year
1.5.	Zirconium	30% world stocks
1.6.	Uranium ore	1200-1900 tons/year
2.	Black earth	8,7% world stocks, 30 % European stocks
3.	Temperate climate	Conditions for growing majority of agricultural crops
4.	4 transport corridors Europe	4 from 10 transport corridors Europe
5.	IT-resources	3 in Europe in the number of qualified IT-resource
6.	Strong national-patriotic image	The image of the free, freedom-loving, democratic state that seeks for further civilized development, well-being, who chose European integration identifies the position of a country and contribute to its positive perception

Table 1 (continued)

2. Weaknesses		
№	List	Valuation
1.	Weak defense capability:	
1.1.	The amount of military spending	To 1,4% of GDP (EU – 4,3%, 4% – Russia)
2.	Investment Attractiveness Index	1,81 from 5 points. It I needed be 320 billion dollars/year (2013 ~ 18 billion dollars – 5,6%)
3.	Research intensity:	Providing innovative development
3.1.	Approved by the legislation of Ukraine	1,7% GDP
3.2.	2013	1% GDP
3.3.	The average global level	1,9% GDP
3.4.	Countries with innovation strategy	From 2,5% GDP
3.5.	In developed countries	5% GDP
4.	Tourism:	The flagship of each state
4.1.	The share of tourism exports	0,9-1,0%
4.2.	The number of tourists increases. The income from tourists falls	Emotional tourists dissatisfaction due to poor service
4.3.	Some global contribution	10% of GDP, 7% – investments, 11% of consumer spending, 5% taxes
5.	Medicine:	
5.1.	Medical expenses 3% of GDP	(USA – 14%, Germany – 10%)
5.2.	Number of doctors per 10 thousand	(USA – 23%, Germany – 34%)
5.3.	Life expectancy – '66	(USA – 75%, Germany – 78%)
6.	Legislation:	Not stable, formal
6.1.	Tax	The high and complex taxes do not stimulate production development, entrepreneurship and innovation funding
6.2.	Law about Investment	Not working
6.3.	The laws on free zones, etc.	Lapsed
7.	Ukraine visions	Weak or negative
7.1.	Political and legal	Hinders investment
7.2.	Economic	Corruption and bureaucracy are not conducive to investment
7.3.	Scientific and technological	Immigration of best scientists and scholars
7.4.	Environmental	Hinders increase of exports
3. Opportunities		
№	List	Opportunities
1.	Aviation industry	The world market ~ 1000 planes/year
1.1.	Factory Antonov	Full production cycle. The price for Ukrainian aircraft one is at 20% lower world
1.2.	“Aviant”	Production facilities, qualified personnel, scientific basis
1.3.	“Motor Sich”	
1.4.	Perspective	Real transport aircraft
2.	Car building	Restructuring sales and quality standards (2012 – 95% loading, 1% passenger locomotives 4% will increase imports)
2.1.	Koryukovskyy	North Ukraine
2.2.	Azovzahalmash	South East Region
2.3.	Dneprovagonmash	Central region

Table 1 (continued)

№	List	Opportunities
3.	Shipbuilding	Production capacity – 750 mln \$/year
3.1.	Competitors	In Europe absent, Asia: South Korea, China, Japan
3.2.	Benefits	In Asia queue – 3 years
3.3.	Weaknesses	Qualified staff (possibly to teach, to engage)
3.4.	The solution of problem	Loading capacity, workplaces, export development and regional infrastructure
4.	Agriculture:	
4.1.	Crops	Increase of productivity to the level of Poland will provide additional 1,9 billion dollars annually
4.2.	Flax	Restoring production capacity of flax fabrics and clothing industry of the Central and Western regions, increase exports, create workplaces
4.3.	Walnuts	Increase exports engages, the rural population
4.4.	Sunflower	Reducing fat in transgenic oil will greatly increase exports
5.	Pharmaceutics:	
5.1.	Darnitsya	Bringing industry to standards of good manufacturing practice (GMP) and the development of national science will increase exports
5.2.	Borshchahivskiy	
5.3.	Biopharma	
6.	Solving social problems	The gradual increase of pensions, salary to the European level, new workplaces
7.	Improving the Environment	Reducing anthropogenic load, improving the living conditions
4. Threats		
№	Problem	Term
1.	The depletion of the resource potential	100-150 years
2.	Reduced soil fertility	30-50 years
3.	The dependence on the export of capital	The current, temporary
4.	The redistribution of property	The current, final
5.	Further economic polarization of society	Current, perspective
6.	The influx of people from hazardous areas of the world	Perspective
7.	Foreign military threat	Permanent

In order to maximize the rate of economic growth in the short term it is necessary to apply the strategy of “*advanced technology*”, which involves the use of national science and technology on the basis of investments for creating new types of competitive products and technologies, demand for them and entering foreign markets defense, aerospace, shipbuilding industry, chemical, energy and heavy engineering, information technology industry and other high-tech industries; and also “*breakthrough*” strategy, which consists in creating fundamentally new products that outperform current samples for a generation or two. The strategy is based on the concept of “*outstrip without overtake*” is selective in nature and will be carried out in scientific and technical institutions and innovative enterprises on the basis of increasing the share of innovative savings.

Using these strategies will form the investment and innovative type of economy in Ukraine, what will provide high GDP growth, integration development of the national economy, taking into account the equable geographical location of the productive forces. Taking into account the most attractive opportunities to integrate science and big business to create workplaces, solving a number of social and defense issues, their maximum profitability and readiness for the European market, the priority sectors of the Ukrainian economy are:

- 1) agriculture;
- 2) engineer (equipment, defense industry);
- 3) transportation (highway, aircraft, ships, locomotives and cars);
- 4) tourism;
- 5) pharmaceuticals.

Construction of new investment and innovative type of economy in Ukraine will be optimally implemented in the form of national brand that will form the unity of private and public capital on the basis of mutual trust, which will provide a synergistic boost to maximize the use of existing intellectual business, natural, geographical, financial, economic, social - political capabilities of the country and will help to create, develop and promote on the international market a positive image of a strong, democratic, prosperous state in short terms [9].

Analysis of strengths and weaknesses, identify opportunities and threats, the selection of the main factors of attractiveness identifying key competitors and target audience provides information for developing the attractive positioning and image of the country.

Tools for creating an image are used traditional: slogan, visual symbols, events, characters. Image requires constant attention, strategic management, which corresponds to the national strategy to promote the brand. The image of the country can be determined or changed (intentionally or at least to influence on it), it's different in different target groups; it can change itself, both in positive and in negative direction. Strategic management of image assumes:

- study of the created image in different audiences with an appropriate adjustment;
- segmentation and identify target audiences finding the limits of expansion segment;
- positioning attractiveness to maintain the desired image;
- information support in the purposeful groups and dissemination of information outside the purposeful groups.

An image of the country is based on the following principles: efficiency (awareness and commitment), credibility, integrity, availability, legal protection, simplicity, charm and originality.

Many Ukrainian cities of regional level develop logos, create the mission, begin to build their brands territories. Kyiv – “City where everything begins”, Chernihiv – “City of legends”, Kharkiv – “High-tech city with great potential”, Dnipropetrovsk – “City of possibilities”, Sumy – “City of the inexhaustible potential, opportunities, resources”, Khmelnytsky – “City of Happiness”, Lutsk – “A pleasant discovery”, Zaporizhzhia – “City of the future”. So the process of branding areas in Ukraine started, one needs to take the next step to expand the limits of this process to the extent of the country.

Formation and promotion of the emotional and positive vision of national brand will meet the expectations of people in the country and receive the same financial benefits by them and by investors who will be involved in the country with attractive offers.

The combination of national brand image, and commercial non-commercial brands create systemic synergy effect in the form of increased economic stability and long-term market

competitiveness as brands products, brands organizations, brands persons and brand as a whole. The design of a national brand has a strong influence on his appeal, and therefore is important for the development of national branding. Branding involves the development of the country's overall brand identity, visual components in the form of a logo, a slogan that reflects the traditional style, atmosphere and emotional mood. The optimal format of the national brand assumes a harmonious combination of the traditions of the country and its modernity.

In many countries, public policy development recreational groups is conducted in the framework of regional economic development programs and is aimed to develop depressed regions. It contributes to the economic development of the regions where there are no prospects of the industry; it provides income growth and preservation of historical cultural environment. This experience is useful for Ukraine in solving similar problems.

The development of recreational groups ensures the supply of significant investment and significantly expands the scope of employment. Rehabilitation and recreation industry contributes to the overall expansion of the service sector (municipal, community, cultural). Regions using its tourist and recreational potential, create additional workplaces, attract investment, and develop local infrastructure, increase income and welfare.

The development of tourism and recreation industries formations belong to the “green economy” that contribute to the economic prosperity of the region without compromising the quality of the environment. The global trend of “green economy” is attracting more and more attention, so promoting national brand image by creating positive environmental and economic image will enhance its perception of potential customers.

In today's world the work over creating a positive image of any state mainly comes down to design of a system of ideas and visions associated with this country beneficial for its people and leadership rooted in the collective consciousness of a foreign community.

The image of the state is a combination of emotional and rational ideas that are building a chain of associations concerning certain countries which generate on the international market establishment of relations with other states and prospects of economic development. In the conditions of globalization processes in the world, a positive image of the country decides adequate its perception by the world community. The image of the state is an important element of foreign policy and international relations, that is why creating a positive image of the country is one of the main objectives of both foreign and domestic policy.

Image is a complex entity, a system that includes a lot of different content elements (Fig. 3). Of course structure assumes a hierarchy of its elements, but the model of state structure shown in Fig. 3. does not provide hierarchical structure, as each of the identified elements are dominant in different cases, moreover, in practice, all the structural elements are interrelated and, therefore, in theoretical terms, their selection is rather arbitrary.

In the conditions of political crisis, which was covered by Ukraine for 2010-2014 years, creating a positive image of the political and legal on the world political scene as opposed to the actual image of the modern politically unstable and insecure from the point of view of law of the state, will help create a favorable image of the country.

The political image of the country as its vision has two main destinations, domestic society the international community. Image as impression, perception of the country by outside world that exists in the public mind, without adequate reflection of the inner reality of society is a bubble that will disappear with a slight touch. Thus creating an image of the state – is a consistent action that assumes the primacy of building relevant internal social entities, major institutions of government: President (Presidential Administration), the legislative branch (Parliament), the executive branch (the government), the judiciary, political parties, local

governments. It should be noted that they are not working deliberately over creating their positive image, but on their activities, the realization of political programs, the degree of responsibility of public policy expectations depends their own image and the image of the country in the whole.

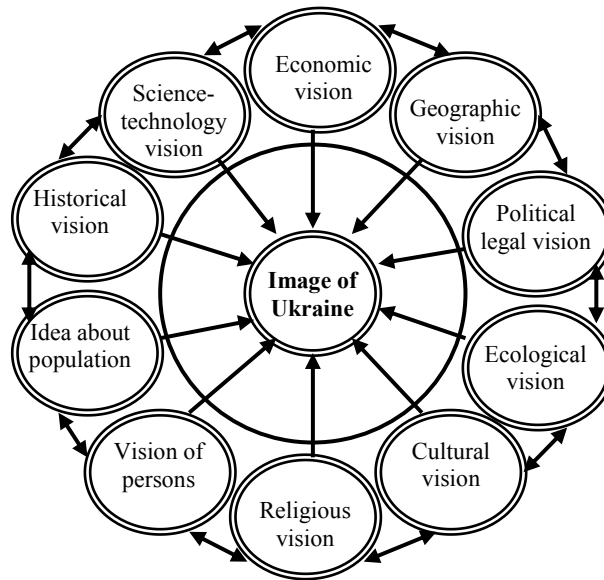


Figure 3 – Scheme of elements of the country's image, (compiled by author [11])

Domestic political image of the country has the following functions:

- strengthening and preservation of solidarity in society and prevention of social and class conflicts;
- help imperious class chose to keep the development of society, the state and remain in power;
- creating a positive mood population during the period of active social change, information and education of the population; the image of the state depends on the level of patriotism of citizens, its credibility in the international scene.

The external features of the political image of the state are:

- 1) integration into the global political and economic society in terms of total global globalization;
- 2) ensuring the security of political and military pressure from the outside;
- 3) support of national businesses and attraction of foreign investment;
- 4) promotion of tourism development;
- 5) support and protection of citizens in their external relations.

Considering the internal and external political image functions, we can conclude the existence of a list of problems to be overcome by our country towards creating an attractive, positive image in the world. This thesis is referred to the legal vision of Ukraine, which today, unfortunately, has a rather unattractive due to certain changes in legislation, including the Constitution, under the personal political ambitions or situational requirements, through

human rights violations taking place in our country, lawlessness of legal and judicial systems. Correction of problems requires administrative, judicial and legal reforms that will help create a new political and legal vision of Ukraine. Scientific and technological vision of Ukraine is maintained by its scientific and technical potential which is determined by a combination of material, labor and financial resources allocated in scientific and technological activities and which are able to make better use of social labor.

The ecological vision of Ukraine should be considered in three aspects: resource potential (as a part of the economic one), the quality of the natural environment (as a result of anthropogenic influence) and degree of development of the national “green economy”. Economic potential is a generalized quantitative and qualitative assessment of available resources held by the country and which are used or may be used in the country for its social-economic development.

Ukraine is the main mineral country of the world, and the main reserves of mineral resources per capita is among the highest in Europe.

The analysis of the religious situation in Ukraine gives reason to believe that the modern Ukrainian state policy as for religion and the church is an important factor in the democratization of the church and religious life. It contributes both to a sustainable development of dynamic network of religious organizations and denominational diversity of religious environment according to the spiritual needs of Ukrainian society. Meanwhile, the democratic processes of church and religious life and negative trends that under conditions of their gain can lead to a real threat to the national security. First of all, it's the politicization of religious life that prevents overcoming the split in the Orthodox environment. Religious vision of Ukraine has some influence on the formation of a positive image of the country in international spaces. The development of religious tourism and its promotion abroad assists Ukraine in attracting additional tourist flow.

A sociological survey revealed, on the one hand, the rather low level of awareness of foreigners about Ukraine and the Ukrainian, but on the other hand, showed a significant role of culture in shaping the image of our country in the international space. It is because of cultural and historical heritage, art, cuisine image of Ukraine abroad is rather a positive. Economic, political and legal image of the country reflects the negative processes inherent in our country today, and depending on the result of system reforms that should fix begin.

Considering the cultural vision of Ukraine through the prism of famous Ukrainian people, who are significant figures of national and world history and culture, it is necessary to mention Ivan Franko – poet, novelist, playwright, scholar, anthropologist, folklorist, historian, philosopher, sociologist, economist, journalist, translator, public and political figure. The writer translated into Ukrainian 200 authors from 14 languages and 37 national literatures including H. Samples Babylonian, Egyptian, ancient Indian, old Arabic literature, ancient writing, lyric epic poetry of the world, the classics countries; I. Franko translated the Ukrainian works of T. Shevchenko into German, Polish, Russian, Bulgarian language.

The question of the national idea, as the spiritual concept of national consciousness, understanding by people the sense of their existence as a concentrated expression of the strategic objectives, the main priorities for the future of the nation, has been actual for a long time as the current situation, taking into account the domestic and foreign context, is particularly important. The national idea, which arose spontaneously as a result of aggressive military intervention in Eastern and Southern regions of Ukraine “United Ukraine” truly united nation because:

1) it is transnational, transterritorial and transsocial, that is equally attractive for the vast majority of the population, regardless of nationality, social status and location;

2) it is based on a system of national values and priorities, historical experience – people are united in the desire to live in peace in a democratic country – Ukraine;

3) meets the spiritual and material interests of modern society.

Considering the impact of known persons on the formation of Ukraine's international image, we can conclude that this component of the overall image of our country is very strong; it is characterized by historical and branch depth (Fig. 4).

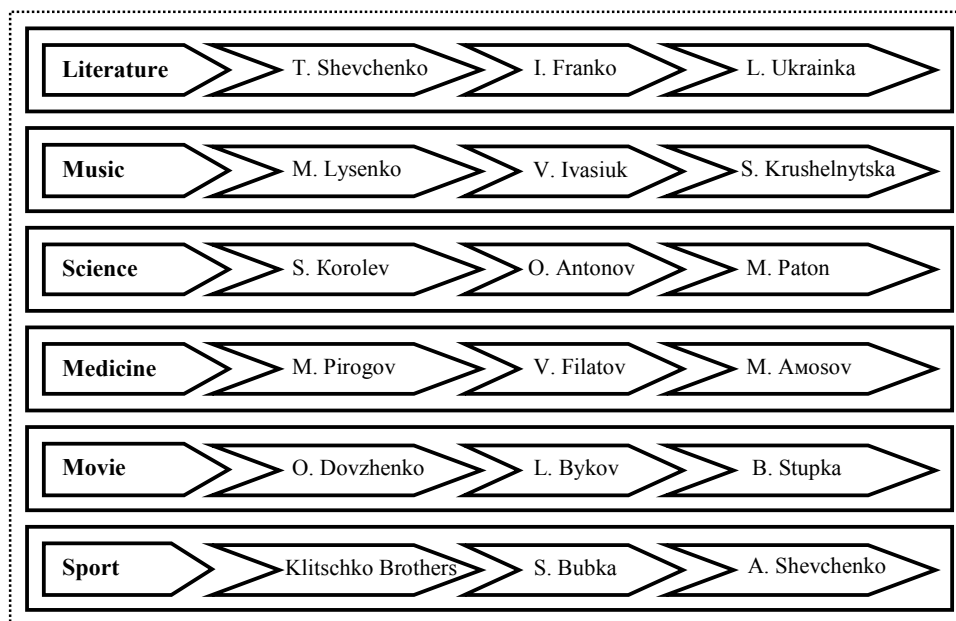


Figure 4 – National brands-personality that shapes the international image of Ukraine, (compiled by the author [11])

Famous Ukrainian scientists, creators, athletes influence the creation of a positive image of Ukraine abroad, promoting our country in the territory of the international space.

Sustainability vision of the country is fundamentally important for the formation of an integrated image and brand of the country as it works against them as a kind of starting information platform. History of Ukraine covers almost a millennium, taking back to the eleventh century – time when Kievan Rus' was defined as a European country included in the context of European history. Modern historical vision Ukraine began to emerge after the Orange Revolution. The rapid social transformation which have been taking place since the end of 2013, raised to some hope and inspiration, in others suspicion and fear, misunderstanding, to the third – irritation caused overall annoying feeling that the country is on the brink. But in just such circumstances, there is an urgent need for fundamental changes in society, changes in all spheres of life: the economy, especially politics, international relations and so on. Branding the state and its development, promotion of international territories, is the mechanism that integrates the solution of all problems under one “roof”.

Conclusion and directions of further researches Overcoming sharp financial crisis in Ukraine requires a comprehensive approach to resolution of number of social-economic,

political and administrative problems. Combining internal and external sources of investment, development of commercial and non-commercial brands, the culmination of which is the national brand of Ukraine, and systemic reform of all spheres of life will create optimal conditions for sustainable development and will improve overall welfare.

Research topic requires further in-depth study through the analysis of international experience in creating national brands, developing methodological approaches to assessing the expected results.

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Бренд країни як потенціал сталого розвитку України

Пошук ефективного шляху подолання економічної кризи в Україні вимагає використання нетрадиційних підходів до вибору стратегії розвитку, механізму управління економічними процесами, інтеграції зовнішніх та внутрішніх джерел фінансування. Формування національного бренду країни є неординарним підходом у такій складній ситуації. Використання світового досвіду побудови національних брендів доводить ефективність такої стратегії. Підтримка європейською спільнотою процесу брендування країни надасть синергетичний ефект економічного зростання України.

Ключові слова: національний бренд, бренд країни, збалансований розвиток, економічний потенціал, імідж країни.

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Бренд страны как потенциал устойчивого развития Украины

Поиск эффективного пути преодоления экономического кризиса в Украине требует использования нетрадиционных подходов к выбору стратегии развития, механизма управления экономическими процессами, интеграции внешних и внутренних источников финансирования. Формирование национального бренда страны является неординарным подходом в такой сложной ситуации. Использование мирового опыта построения национальных брендов доказывает эффективность такой стратегии. Поддержка европейским сообществом процесса брендинга страны предоставит синергетический эффект экономического роста Украины.

Ключевые слова: национальный бренд, бренд страны, сбалансированное развитие, экономический потенциал, имидж страны.

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