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СОДЕРЖАНИЕ

Владими́рова Д. С.	Особенности формирования человеческого капитала в России и за рубежом	5
Vladimirova D. S.	Features of the human capital formation in Russia and abroad	
Защитина Е. К.	Рынок услуг высшего образования в контексте трансформации экономики	12
Zashchitina E. K.	The higher education services market in the context of economic transformation	
Минко Я. Н.	Анализ действующих и новых практик экспорта высшего образования	21
Minko Y. N.	Analysis of current and new practices of higher education export	
Любимова В. И., Орлова В. Г.	Аудит сайта IT-академии: комплексный анализ и оценка показателей WEB-ресурса	27
Lyubimova V. I., Orlova V. G.	Audit of the IT academy website: comprehensive analysis and evaluation of WEB resource indicators	
Парра Туланди Джон Альберто	Цифровой маркетинг как инструмент повышения эффективности бизнеса туристической компании	36
Parra Tulandi John Alberto	Digital marketing as a tool for improving the business efficiency of a travel company	
Сленчковская М. В., Орлова В. Г.	Продвижение продукции компании пищевой отрасли: актуальные тенденции 2022	43
Slenchkovskaya M. V., Orlova V. G.	Promotion of food industry company products: current trends 2022	
Gille V. O.	The influence of the national (regional) brand on the global market: problems and prospects	51
Гилле В. О.	Влияние национального (регионального) бренда на мировой рынок: проблемы и перспективы	
Grover Oscar Pacheco Alcchahuaman, Korsakova T. V.	Strategic approach to the development of the textile industry	56
Гровер Оскар Пачеко Алкахуаман, Корсакова Т. В.	Стратегический подход к развитию текстильной промышленности	
Rykalov D. S.	Management of company's marketing activities	63
Рыкалов Д. С.	Управление маркетинговой деятельностью предприятия	
Sameer Mohammed Sameer	Strategic role of insurance in international business: with reference to insurance companies in Iraq	71
Самир Мохаммед Самир	Стратегическая роль страхования в международном бизнесе: на примере страховых компаний Ирака	
Zhang Chengpei	A study on the role of the Government in the Development of Regional Economic Integration (based on China's example)	77
Чжан Чэнпэй	Исследование роли государства в развитии региональной экономической интеграции (на примере Китая)	

THE INFLUENCE OF THE NATIONAL (REGIONAL) BRAND ON THE GLOBAL MARKET: PROBLEMS AND PROSPECTS

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The purpose of this article is to analyze the marketing research of national (regional brands) in the world market based on the analysis of the state of development and the formation of advanced methods of analysis. The information and analytical base was made up of studies posted on Internet resources, analytical statistics, as well as in the works of scientists in the field of brand management and the regional brand of the company, as well as ways for companies to enter global markets, taking into account the identification, consideration and analysis of best practices.

Keywords: brand; brand management; regional market; global market; brand management; brand influence on the market; brand influence.

Научная статья
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ВЛИЯНИЕ НАЦИОНАЛЬНОГО (РЕГИОНАЛЬНОГО) БРЕНДА НА МИРОВОЙ РЫНОК: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ

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Целью данной статьи является анализ маркетинговых исследований национальных (региональных брендов) на мировом рынке на основе анализа состояния развития и формирования передовых методов анализа. Информационно-аналитическую базу составили исследования, размещенные в Интернет-ресурсах, аналитической статистике, а также в работах ученых в области бренд-менеджмента и регионального бренда компании, а также путей выхода компаний на глобальные рынки, с учетом выявления, рассмотрения и анализа передового опыта.

Ключевые слова: бренд; бренд-менеджмент; региональный рынок; глобальный рынок; управление торговой маркой; влияние бренда на рынок; влияние бренда.

The influence of the national (regional) brand on the global market is undeniable, however, the significant consumption that has the value and quality of this impact. And it is necessary to start a discussion of the topic with the concept of "brand" and everything connected with it.

As you know, a brand is a strategic tool, thanks to which there is an opportunity to use products and various product lines on the market.

The most accurate definition of the concept of "brand" was recorded by the American Marketing Association: "a name, term, sign, symbol or design, a combination or combination of all this, a functional state or service of one group or group of sellers, and also for the exclusion of goods or services from goods or goods". member services. This is a legal definition adopted in the legislation and enforcement of most countries. However, this definition overlooks one of the main factors that create a brand - a person, a representative of the presence, who forms the brand itself as a phenomenon in his mind.

It means that a brand is not a specific thing, product, function, action, service, organization. This is an ephemeral decision that is best described as an experienced person as a representative of the congregation. His perception of a taste service, product, product, company, organization. Brands happen depending on different people or society.

If the brand is set up in terms of marketing, then it can be said that the brand is the promise that the company that makes the product makes to the consumer. Conditionally agree between the manufacturers of product labeling and the buyer. Thus, the brand undertakes to highlight all the features that fully meet the requirements that paid money for the acquisition of assigned features. The most important way to pull off this idea is by being a celebrity through the Coca-Cola brand. The company promises that in exchange for the price paid for its products, the buyer will receive a food texture, type, taste, carbon dioxide saturation, infected in a container with a certain sample with a given elevated appearance that will satisfy his needs [1].

Understanding the essence of brand management, it should be noted two principles for understanding the structure of the brand itself. These are legal and psychological approaches. From the point of view of the legal foundations of the brand, you can choose a trademark that covers and characterizes the manufacturer and product, the scope of services provided by the company. And, accordingly, the presence of protection. Whereas, considering a brand from the point of view of consumer psychology, we can say that a brand is a set of information recorded in the presence of representatives of the presence, and is an associative combination of components.

For brand management to correspond to the most desirable outcomes, it is necessary to consider that the brand organization is located at some level of the market. Accordingly, based on this, it is already necessary to carry out analytical work, which should answer the question of what exactly it is possible for a company to do in terms of branding or re-rendering for its products to enter the world market.

In addition, for brand activities to be implemented based on quality and symbolism, it is necessary to take into account the characteristics of the market to obtain information about their brand activities. Understanding the analysis of markets, three main categories of this segment should be distinguished: regional, federal, and global, which is also the RIAC. In our research, we focus on exclusivity and the global market and the characteristic aspects of brand behavior in these conditions.

It is imperative to pay attention to the regional level of the market. It is important to understand that a brand management strategy at a high level of development is essential to increase popularity, generate and achieve significant financial turnover for brands.

It should be noted that the diversity of companies and the nature of each of them are extremely important risk factors. The main goal of the brand in the Russian market is the high quality of the product. It is in the pursuit of recognition that many brands miss this factor or pay insufficient attention. At the same time, if a company sets itself important and global goals, it is simply impossible to keep it on the private market without high-quality services or goods. The basis of any promotion is a tall, thoughtful object that is supremely outstanding, and quality is maintained. It is the quality of services and contact perception with the quality of brand products that gives him the first emotions from acquaintance and determines the future of the future buyer. At this stage, decisions arise about the possible consequences of interacting with the brand, and that is why it is necessary to pay special attention to a certain criterion.

Tellingly, the Russian market is saturated with a contingent of foreign brands that are comfortably developing branding in our country. Quite a lot of examples of successful branding, which turned out at the nearest level and began to solve the issue of the global market, including in our country.

For example, found internationally companies: McDonald's, Marlboro, Nike, Heineken, etc. All these brands, in whatever countries they develop, have several similarities. For example, here you can highlight [2] :

- formed identity;
- position in society;
- advertising opportunities;
- quality of products or services (work on it, in case cases);
- associative array built into the brand.

So, Pringles are always fun. The event has a trigger that this product is better to eat when you are in a friendly company, surrounded by loved ones, for pleasure. The packaging of the product gives pleasure even more "convenient" and "comfortable". Chips are your friend. So, in different countries,

chips manufacturers produce their own tastes for themselves - familiar or, conversely, completely unusual. This is since the product must have a pronounced value. Somewhere to be a little odious, and somewhere to stand up for family values. This is due to countries and regions, their archetypes, cultural and emotional atmosphere.

It can be said that brands that have entered the global and international market affect a well-coordinated and proven management culture. Here, every action is thought out for each view group.

In general, this creates a competitive environment for Russian consumers, forcing them to be active in promoting, advertising and the quality of their goods and services. Characterizing the modern development of branding in Russia, we can highlight some of its characteristic features [3]:

- the growing distribution of trademarks bearing a "national flavor";
- increase in the number of trademarks containing Russian symbols;
- product quality control;
- much more often than before, in brand advertising, Russian products refer to Russian traditions, to "old Russian recipes";
- many Russian companies are very professional and successful in promoting their trade footprints and results.

The most important factor in the topic of branding is advertising and the financial component of brand promotion. Active advertising is the main tool in brand promotion and company closing. With the help of advertising, most of the communications with the consumer take place, and the volume of sales and the overall success of the launch and the project sharply increase from its level and the formation of advertising activity. Advertising continues to use the resources of television, which are widely used even in the highest technologies and the Internet, covering a wide range of consumers.

Huge role in promoting the brand in the observable market. At the same time, there are several rules associated with advertisers in the existing advertising campaign of an international brand. Among them, one should consider the supposed adaptation of advertising messages to the ethno-cultural characteristics of the display with the advertising rules applied in the given country, the rules for the use of foreign words and brands, etc. e. The process of creating a brand and managing it in the market is quite complicated and requires increased attention to the interests of brand promotion. The main components are fierce competition, which implies the emergence of a brand in each new market, as well as considering ethnic and cultural characteristics.

Also, the evidence of brand management, its functions and functions are related to entrepreneurship and the economy of markets. They mutually determine each other, arise, and arise. Without such a manifestation of self-appearance and branding manifestations, neither in the development of processes nor in the development of phenomena would be possible. Accordingly, the output of products on the regional market, the company includes the redistribution of products produced for its own consumption. It becomes both a region and an active presence on the market, forming needs, exploring and economic space [4].

Here we should also mention such a phenomenon as territorial branding, which also has a greater influence and weight in the processes of brand management of territorial significance. Therefore, it is necessary to separate these two phenomena, but, of course, it is necessary to mention all of them. Speaking about territorial branding, it should be noted that basically support, assistance and development cover the entire entrepreneurial part of the region. It can be caused immediately by developmental infections. First, we are talking about investments and investments in the construction, restoration, or modernization of city objects: monuments, cultures, observations and studies of significant objects, natural attractions, sanatorium phenomena and other relics. Further, which is already essential for the issues raised in this paper, territorial branding is directly related to brands at a higher level, since the visible part of its founder makes a significant contribution to the development of this structure. This refers to the implementation of specialized programs, development services and mutual support for each other. In the same way that a region brand influences, supports, and reinforces the territory branding, so the territory branding increases the efficiency and flow to the territory brand.

Thus, it can be said that the brand is a product of the acute syndrome and hyper concentration syndrome, suggesting artificially generated public interest and permanent design. Artificiality in

teaching learning, the presence and tactics of creation, promotion, implementation, and popularization. It should be noted that this is necessary, as in the case of creating a conventional brand, as well as its significant effectiveness, there is a direct need for a customer (former company), staff and attraction of promoters - qualified specialists and attraction. Only in contrast to a conventional brand, the structure of a national brand outperforms large amounts of availability data. Further, it should be noted that it is also necessary to have information, financial and time resources. Organizations must clearly and functionally develop and articulate terms of reference, establish levels, levels and other elements of program creation and brand promotion. For high-quality work, it is also necessary to pre-design the search, development, and operation of the brand in the market segment.

When a brand enters the regional market, it is necessary to take possible factors. First, brand management must pay attention to the increase in time, financial resources, and the needs of the human body, as well as the use of all resources, as well as standard processes, as the number of products consumed will increase on the scale of the area covered. For a comfortable flow of the processes described above, it is necessary to expand communication processes. This is explained by the fact that, along with the expansion of the covered territory, it grows and competes, because there are more manufacturers than in the brand section of the city. In their calculations regarding forecasting and analysis between current and prospective enterprises and tactics, one should keep in mind the preservation of modern technologies, the blurring of the boundaries of areas by areas of social, political, economic, and cultural spheres. The described processes have properties for relevance and market capture in the market.

It is understood that the brand within the regional market has a smaller number of private participants, but in fact they are much more in demand and stronger than competitors in this area in the international trade market. Thus, the image will primarily depend on the choice of the intended consumer regarding the products that he will consume in the future, the services, and goods of which company he will use. In connection with the priority attention to the brand that entered the regional market, it is necessary to analyze its attendance [5].

At present, if we evaluate the possibilities of domestic brands in the world market, it is worth paying attention, as mentioned above, to the potential territory. It is possible to talk about a country that can give rise to the fruitfulness of various enterprises only if it is itself interested in economic growth. Thus, all the above growth factors can appear on the territory. A competitive national economy shows what can be a counterbalance to other companies in nature and the external market.

In Russia, the trend towards market segmentation is quite developed. This is because market relations are based on setting conditions. Ethnic loss and personal acquaintance play an important role in such relations. This trend leads to lawlessness, the formation of unspoken rules of the internal market.

Currently, a brand is not just a formed image, it is an intangible and most asset. The development of brands is associated with several economic consequences, as well as with the social sphere. Brands are born or excited against their will and philosophy. Building a brand is a long and laborious process, especially in a competitive environment. A lot of work is being done to bring the brand first to the regional level, then to the federal level, and then only to the international one. In world practice, it is accepted that the state supports domestic entrepreneurship. This practice is observed in Japan and some European countries. In Russia, brand support from representatives is rare and often causes a negative connotation. Rostselmash received support from the budget, largely due to the verification of the state within the agrarian system. In this regard, it was possible to make technology more accessible, both abroad and within the country.

It is important to note that a clear strategy is needed to form and promote any brand:

- exploring the possibility of capacity building;
- step-by-step planning, promotion of goods to the international level;
- market research for the formation of anti-crisis measures in the global financial or economic situation;
- study of the internal and external environment for the growth and development of the brand in

the market.

The number of brands is growing as supply and demand change. As the study shows, a large number of enterprises have features and history, it is thanks to this that brands control a more stable and stable position in the market. The presence in the history of the brand, its identification of signs, identification of signs and clear statistics of characteristics with a high probability of the brand that in the field, in the aftermath and observations of the consequences of its assessment will be economic, profitable, sustainable and stable.

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