

Chapter 6

Nation Branding as a Strategic Asset for Local SMEs: Global Developments in Nation Branding and Promotion – Theoretical and Practical Approaches

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ABSTRACT

The chapter intends to present a theoretical and applied context in relation to small-scale enterprises performing in relation to the optimization of marketing and branding through the use and the instrumentation of nation branding, which is applied as an analytical context. Consequently, arguments and models rinsing on the obstacle and multi-dimensional setting of small business performance features pertaining to competitive advantages, as well as their capability to exploit possible prospects, are augmented via the implementation of an inclusive branding by instrumenting nation branding as a strategic asset.

INTRODUCTION

The purpose of this chapter is to explore the branding weaknesses and implications anticipated by SMEs and in a parallel manner to identify the notion of nation branding in a way to suggest ways that the use of nation branding as a tool for optimizing the branding of small and medium enterprises. Accordingly, the chapter emphasizes concerns and data within the branding narrative on SMEs and provides

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certain suggestions for upcoming studies. Taking into account the considerable venture capital has being done by SMEs in branding (Agostini et al., 2015), such an assessment is favorable for both the academic and expert groups. This attempt adds to the existing study by introducing a methodical evaluation at the back of the methodology recommended by Petticrew and Roberts (2006) and Odoom et al (2017).

From typical works regarding branding, for instance, several attempts to branding have been suggested by scholars (Keller, 1993; Aaker, 1996; Burmann et al., 2009). Believed that these procedures remained primarily designed for big organizations, their appropriateness in small-scale company circumstances seems challenging and uncertain due to several inconsistencies amongst SMEs and big organizations. Nevertheless, Keller (2013) approximately proposes a number of methods for branding through four procedures of planning, executing, managing, and evaluating branding activities. They contain the selection of brand individualities, the advancement of marketing procedures and incorporated marketing communications, and the influence on minor groups.

1.2. Problem Statement

Overview

In an effort to expect the above-mentioned assessment task in a comprehensive and understandable way, it has been thought to examine the particular question in additional depth. Therefore, it has been judged as vital to identify an amount of certain hypothesis/ research questions, which will produce a more substantial foundation, on explaining the aims and objectives of the prospective research.

Hypotheses/Research Questions

Accordingly, the subsequent distinct study issues might be characterized in a way that may increase the formulation of clear aims and objectives and hence to facilitate the accomplishment of the chapter:

Research Question 1.

To what extent make brand qualities (name, logos, signage, URLs, packaging, symbols, personalities, spokespersons, slogans and jingles) impact corporate branding in SMEs' settings? (Odoom et al., 2017)

Research Question 2.

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