

Branding Strategies in Ensuring of Innovative Enterprise Efficiency

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Research Methodology. By means of specification method the essence of «brand», «trade mark» and «branding» concepts are revealed. By means of determination and description methods the essence of the modern understanding of branding strategy of enterprise is established. For the basic classification parameters revealing of strategies of the enterprise branding and formation of their specific structure the scientific method of the systems analysis is used. Due to the methods of formalization, analysis and synthesis, the model of formation and realization of branding strategy of domestic innovative enterprises is developed.

Results. Determination of concepts «brand», «trade mark» and «branding». is specified. The essence and basic parameters of classification of enterprises branding strategies is determined. The basic types of branding strategies of enterprises are identified and their advantages and disadvantages are set. The model of formation and implementation of branding strategy of domestic innovative enterprise is offered.

Novelty. The basic factors of branding strategies classification on the basis of successful practice analysis of strategic branding of the leading international companies are determined. The formation and implementation model of branding strategy of domestic innovative enterprise which envisages the use of modern tool of marketing optimization is offered.

Practical Significance. Theoretical principles of branding strategies formation received the further development in relation to formation of innovative strategies of enterprises and the model which allows forming the optimum scenario of realization of branding strategy of domestic innovative enterprise is developed.