

FINAL PROJECT APPROVAL SHEET

Viva-Voice Examination

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Topic of Research: A comprehensive framework/model for national branding that facilitates effectively the sustainable competitiveness of a nation

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A comprehensive framework/model for
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Abstract:

Nation branding is a field of theory and practice which aims to measure, build and manage the reputation of countries. The branding and image of a nation-state "and the successful transference of this image to its exports - is just as important as what they actually produce and sell." [True, Jacqui (2006)]

Nation branding appears to be practiced by many countries, with an increasing interest in the concept shown by the developing states on the grounds that an enhanced image might create more favorable conditions for foreign direct investment, tourism, trade and even political relations.

Scholars such as Evan H. Potter at the University of Ottawa have conceptualized nation brands as a form of national soft power. All efforts by government (at any level) to support the nation brand becomes public diplomacy. Anti-globalization proponents often claim that globalization diminishes and threatens local diversity, but there is evidence that in order to compete against the backdrop of global cultural homogeneity, nations strive to accentuate and promote the distinctiveness of local characteristics and competitive advantages. [True, Jacqui (2006)]

To define the role of nation branding and develop a strategic management Model, we focus on the need to take a brand management approach based on the application of a systematic model. This includes explaining how a nation brand's elements may be integrated and managed, and how nation branding achieves the sustainable competitiveness of a nation in a systematic way. Therefore, this research considers the question how can we design a comprehensive framework/model for national branding that facilitates effectively the sustainable competitiveness of a nation?

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