

РЕГУЛЮВАННЯ ІННОВАЦІЙНО-ІНВЕСТИЦІЙНОГО РОЗВИТКУ

UDC 378.1
JEL I23

THE INTERNAL CONNECTION BETWEEN BRAND STRATEGY AND THE CONNOTATION DEVELOPMENT OF UNIVERSITY

Liang Rui

Henan Institute of Science and Technology;
Sumy National Agrarian University
ORCID: 0000-0001-7904-7204
liangrui1158@163.com

Kseniia Bliumska-Danko

Doctor of Economic Sciences
Sumy National Agrarian University
ORCID: 0000-0003-0200-2280

Yuriy Danko

Doctor of Economic Sciences
Sumy National Agrarian University
ORCID: 0000-0002-9847-1593

With the rapid development of China's economy, society and culture, the market of higher education is deepening, and the construction of universities has encountered unprecedented opportunities and challenges. Brand is a socio-economic phenomenon. Brand is the product of the development of commodity economy to a certain stage. The generation of brand marks the maturity of the concept in the process of commodity exchange. To simply define a brand, it refers to a name, symbol, symbol or design of a seller or service, highlighting its competitive advantage and being distinguished from its competitors. University brand as the social awareness, reputation and recognition of the university formed in the process of long-term development. The popularity, reputation and recognition carried by the brand often indicates the long history of running a university, or represents a good quality of running a school, and even marks the cultural temperament of success. University brand is not only regarded as a kind of high-quality educational resources accumulated over the years, but also a kind of soft power related to its long-term development. That implementing university brand strategy and adhering to the characteristic development of university is the inevitable choice for university survival and development, and also an important direction of university management in the future. This article focuses on the discussion is the university brand. The emergence of a university brand cannot be separated from the external environment of the place where the university is located. For example, the backbone university brand discussed in this paper is inseparable from the role of political, economic and cultural external factors in the place where the university belongs. Of course, in addition to the external environment, the generation of university brands also needs internal impetus. The development of university brand strategy is an inevitable choice to adapt to the social development, and it is an inevitable demand to build the university brand in the environment of the rapid development of China's higher education. With the gradual expansion of higher education activities and their influence, the market forces highlighted in higher education have gradually been valued by all sides of the society.

Key words: internal connection, brand strategy, connotation development of university.

DOI: <https://doi.org/10.32782/bsnau.2023.2.1>

Introduction. With the continuous development of the society, the derivative of the brand is becoming more and more broad. It comes from products and services, but it has gone beyond the value of products and services themselves [1]. For a brand, it has three basic functions: brand cognitive recognition function, brand screening and differentiation function, and additional value-added function of the brand. The cognitive recognition function of a brand is in the most direct part of the function of a brand, and its function is often reflected in consumers' cognition and understanding of a certain product or service, that is, the preliminary impression [2]. This kind of function can be directly realized through

the name, symbol or design of the product or service (in the form of the intuitive surface), improve the popularity of the product or service through the basic and simple function, and win the preliminary consumer groups. For the acquisition of consumers, only stay in the initial impression stage is completely not enough. At that time, the brand screening and differentiation function can provide consumers with a further choice space, in many products or services to choose the most consistent with their own requirements and unique "goods". And for the discrimination function, is very dependent on the product or service characteristics. Only a unique brand can prevent competitors from imitating. At the same

time, in the dazzling market environment, we can directly and effectively distinguish the target consumers with unique products and services, so as to gain the favor and trust of consumers. Finally, the additional value-added function of the brand [3]. On the effective basis of the first two functions, the target customers can achieve the desired consumption at the same time, and obtain the higher level of value given by the product or service, which is the final function of the brand to play a role. In addition to the experience of "value for money", consumers also have the pleasure of "value for money", no doubt better grasp the heart of consumers. And the products or services can also gain the reputation and loyalty of the target consumers, and build a solid customer base for the following product development.

Research background of university brand. In today's rapidly developing information age, many social phenomena are abstracted, conceptualized and symbolized, and brands are no exception. In the social development, brands are not only limited to commercial brands, but also refer to city brands, university brands and other social brands [4]. And this article focuses on the discussion is the university brand, specifically, should be the ordinary undergraduate university brand. The emergence of a university brand cannot be separated from the external environment of the place where the university is located. For example, the backbone university brand discussed in this paper is inseparable from the role of political, economic and cultural external factors in the place where the university belongs. Of course, in addition to the external environment, the generation of university brands also needs internal impetus. The development of university brand strategy is an inevitable choice to adapt to the social development, and it is an inevitable demand to build the university brand in the environment of the rapid development of China's higher education. With the gradual expansion of higher education activities and their influence, the market forces highlighted in higher education have gradually been valued by all sides of the society.

Chinese university from the elite to the popularization process, China's higher education development is facing a basic "dilemma", namely the government's public spending budget increasingly nervous at the same time, the social parties to accept higher education and provide corresponding social services put forward higher requirements and look forward to, and the relative shortage of university funds directly caused by the relative shortage of campus resources has become a university development needs to break through the "bottleneck" [5]. Therefore, in the rapidly developing market environment, universities will inevitably seek other help and seek more high-quality resources for the construction and development of the university itself by turning to the society and the market [6]. At present, the market mechanism has been introduced into the field of higher education. In such a context, the education system shows a new trend, that is, the consumer-led education system is gradually replacing the producer-led model, and the role of consumers in the field of higher education is becoming more and more obvious. How to promote the construction and development of universities in such an environment, the brand strategy just provides a bridge, and well connects and communicates between the

universities of non-profit institutions and the market environment. Therefore, if universities can use the brand strategy in marketing according to their actual situation and actively and effectively refer to the business strategy of enterprises, it will produce greater benefits to their university teaching, scientific research and social services.

The connotation of the university brand. According to the examination of the economic connotation of brand, the connotation of university brand can be divided into four levels. First, the representation information of the brand. A university brand is composed of a group of representation information such as name, noun, mark or design. This representation information must be the external reflection of the deep connotation of the brand, and must be consistent with the connotation of the brand. Second, the deep connotation of the brand. The deep connotation of a brand refers to the values, cultural orientation, personality characteristics and university spirit reflected by the university brand. Only when a university brand has a profound connotation can it form a personality form.

Third, the brand identification function. The organic combination of the appearance and connotation of the university brand creates the special character of the university brand, and has a clear difference that cannot be confused with other university brands. Fourth, consumer evaluation. The definition of a brand is ultimately completed by consumers, and a university brand is no exception. The construction of a university brand should be consumer-centered, pay attention to the perception and evaluation of consumers, and establish a lasting and stable relationship with it. Through the connotation of the university brand analysis, can understand the university brand as a university in its own process of the public impression or give public evaluation, namely in the eyes of the public reputation and visibility, also in the school's identity, reputation as brand concentrated form of intangible assets, can reflect the university has characteristics, teaching quality, scientific research level, graduate quality evaluation in the social group and satisfaction. Although the university brand is more derived from an abstract psychological feeling, it is a kind of university psychological evaluation in the public mind. However, in the popularization of higher education today, the role of university brand is increasingly important. The quality of university brand can directly affect the development of universities, including the influence on school capital, school quality and student attraction.

The value of a university brand is becoming more and more important in the modern society. With a real university brand, the university can gain a dominant position in the fierce competition in the future. Through the literature collation and analysis, it can be seen that the value of university brand is mainly reflected in four levels. First, university brand is conducive to university to gain competitive advantages. University brands can help universities to successfully transform, achieve brand effect and achieve the expansion of profit points. Second, the university brand is conducive to the integration of internal resources within the university. Not only intangible resources, such as educational concept, educational purpose, educational content, discipline construction, professional setting, etc., tangible resources will

also be integrated, and resources will play greater benefits. Third, university brands are conducive to the identification and selection of consumers. University brand is conducive to accurately convey the positioning and characteristics of the university to consumers. Fourth, the university brand is conducive to the dissemination of information. The University is an institution that produces ideas, talents and knowledge. University brand strengthens the efficiency and quality of information dissemination with its strengthening, clarity, unity and purpose of information, so that college students can actively approach and integrate into the society. It can be seen that a university brand is not only a brand term, but also a comprehensive reflection of the social status of a university. It is the degree of social recognition accumulated in the development process of a university that can be retained across time and space in its name. Based on this connotation, this paper continues to the scholars published about the connotation of university brand literature common analysis, can extract the connotation of university brand four dimensions, namely government dimension, teachers and students, cultural heritage dimension and scientific research and social service dimension (because the ultimate purpose of scientific research is to promote social services, so the combination as a dimension), and as the theoretical basis and model analysis Angle.

Build the framework based on the connotation of the university brand. "First-class universities and disciplines of the world", referred to as "Double first-class" is another national strategy after the construction of "211 Project", "985 Project", "advantage discipline innovation platform" and "characteristics" in the field of higher education in China, which is conducive to the further unification, integration and deepening of China's higher education. Since the resumption of the college entrance examination in 1977, higher education has been continuously reformed and adjusted, going through two stages of university adjustment and the construction of key universities, the expansion of university enrollment and the construction of first-class universities. In the 1990s, Chinese universities launched a new round of "college adjustment" through merger, and the scale of some colleges expanded. In 1995, China began to implement the construction of about 100 institutions of higher learning and a number of key disciplines for the 21st century, namely "The 211 Project". In order to implement the strategy of rejuvenating the country through science and education, China has started to build a number of world-class universities and a number of universities with internationally renowned high-level research-oriented universities since 1998, namely "The 985 Project". In 2006, China launched the construction of an "innovation platform for superior disciplines". In 2010, the construction of "Key Discipline Project with Characteristics" was implemented. In 2015, the "Double First-class" construction project was officially implemented, and a series of national education strategy decisions implemented by the Chinese government – were inherited and developed, showing the brand road of "characteristic" universities in China.

In the face of the huge challenges and opportunities formed by the domestic brand market, how should the Chi-

nese government quickly expand itself with virtue and exert its brand strategy, so as to maximize the market share? That is, the "brand dream" is needed to support the "Chinese dream". In the face of strong competition from overseas educational brands, the growth path and unique competitive advantages of Chinese brands need to rely on the history, culture and humanistic tradition behind China. The development of Chinese university brand need system thinking and strategic planning, need to rely on the history of Chinese humanities and product technology resources, based on China's social value identity system and life consumption concept, explore, create and develop with Chinese characteristics, and prove effective brand path, accumulate their own unique core competitive ability. As the largest developing country in the world and the second largest economy in the world, its education cause has also attracted the attention of scholars from all over the world. In the history of education in China, Chinese education industry develops rapidly in the 21st century.

This paper is based on the theory of the university brand connotation, through the main dimensions: government dimensions, dimension, cultural heritage, scientific research and social service dimension, to effectively combine the brand "input", "internal transformation value-added process", "output", "control" level, study the Chinese university brand implementation path, build the Chinese university brand implementation path model, to explore the "Chinese characteristics" brand path, as shown in Figure 1. Based on the relevant theories, and according to their own research, through the close integration with the government engineering construction goals, the following model is proposed. The model is mainly divided into two parts, one is the generation road of Chinese university brands – brand "input" and the road of utility – brand "output"; the other is the specific analysis model of the implementation path of university brands. Part 1, brand "Input" and "output" (Figure 1). From the model, we can intuitively understand that the "source" of the brand strength of Chinese universities comes from the government. To be precise, it is a series of engineering projects launched by the government, such as "985", "211", "Double First-class" and so on. Through the selection and screening of these engineering projects, the fittest survive, and the university group entering the sequence of government engineering projects can get the next step of "customs clearance secret key" of brand formation. Under the policy support system, with the increase of the government funding to the shortlisted university groups, the framework of the university will change, mainly reflected in the school facilities and equipment, enrollment quota / high-quality students, ranking / ranking, faculty strength, scientific research output and other dimensions, so as to accumulate strength for the generation of university brands. Brand "output". It can be seen from the model that through the "input" of the brand, that is, the road of brand generation, the utility of the university brand will begin. The way or way of the utility is equivalent to the university change link of the road of brand generation. It is mainly the campus facilities and equipment, enrollment, ranking, teachers, scientific research and other dimensions. Through the before and after changes of

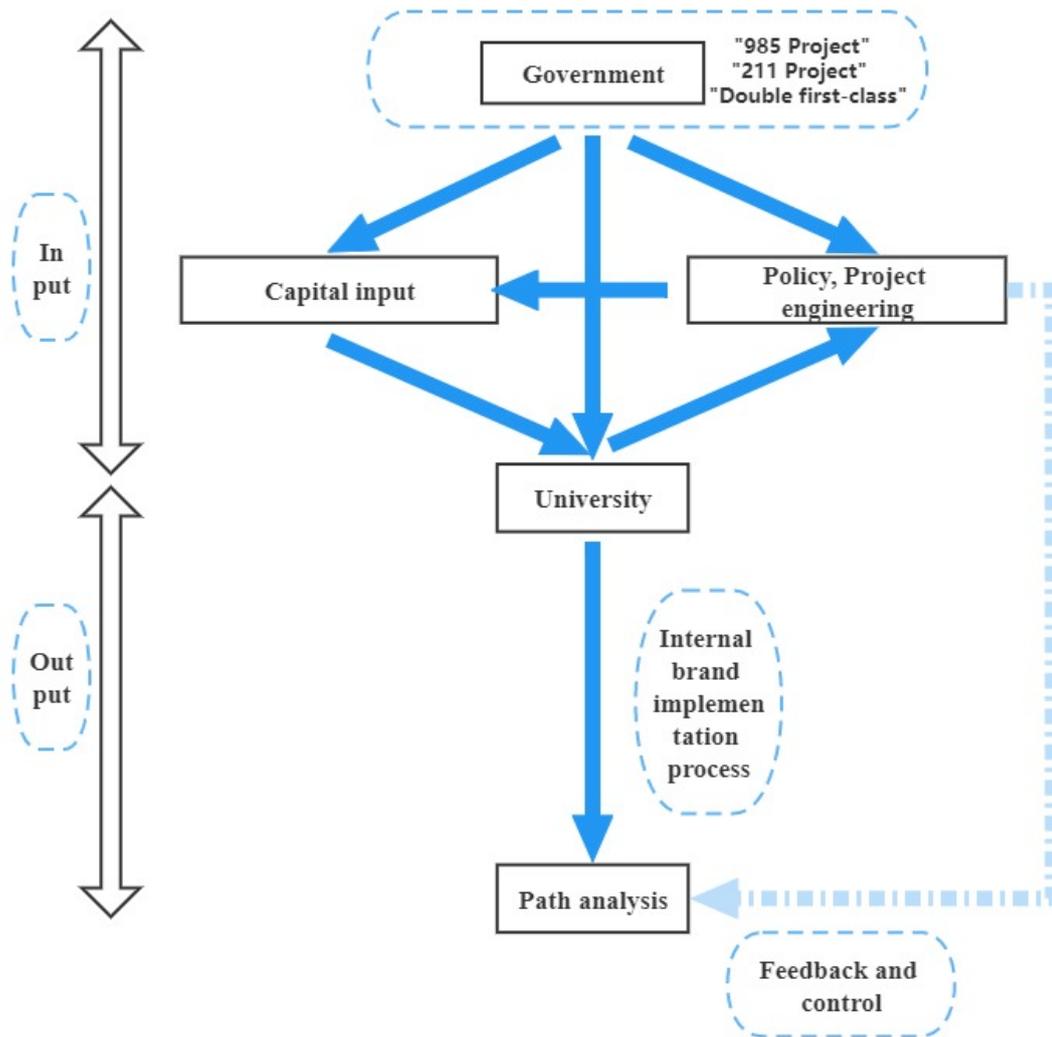


Figure 1 – Path map of Chinese university brand implementation

these dimensions, to verify the achievement of the goal of the government's initial policy – is to achieve policy "feedback", promote the development of universities, and promote the universities to prepare for the next engineering construction sequence. The second part, the path analysis of "university brand Implementation". Based on the relevant theories of university brand connotation, combined with the "double first-class" construction goal of "accelerate the modernization of higher education governance system and governance capacity, improve the innovation level of talent training, scientific research, social service and cultural inheritance", this paper proposes four dimensions: government dimension – capital investment; teachers and students dimension – faculty, enrollment; cultural inheritance – university internal campus facilities, management level; scientific research and social service – scientific research,

educational efficiency and ranking. Under the background of "double first-class" construction, the paper analyzes the construction law of its university predecessor and discusses its current changes, so as to construct the "brand" model conforming to the development law of Chinese universities, and summarizes the development framework of the brand growth of Chinese universities.

Conclusion. With the implementation of "211", "985" and "Double First-class" projects, a number of powerful universities have developed, and in this process, it also shows the unique path of the development of Chinese universities – with the government as the core. This paper will establish the path analysis map and related models through the connotation analysis of university brands, and use the relevant data of Chinese representative first-class universities to verify the rationality of the model.

References:

1. Liu Cong (2020) China Regional Agricultural Brand Development Report Beijing, 75.
2. Bhopal K., Myers M., and Pitkin C. (2020) "Routes through Higher Education: BME Students and the Development of a 'Specialisation of Consciousness'". *British Educational Research Journal*, no. 46 (6), pp. 1321–1337.
3. Morrish L., and Sauntson H. (2019) *Academic Irregularities: language and Neoliberalism in Higher Education*. Abingdon: Routledge.

4. Zhang Yu Long, Chen Ming Bao (2007) Problems and countermeasures in production and sales of apple in Yantai. *The northern fruit trees*, no. 9, pp. 35–37.
5. Clark J. S., Apostolopoulou A., Branvold S., Synowka D. (2009) Who knows Bobby Mo? Using Inter collegiate athletics to build a university brand. *Sport Marketing Quarterly*, no. 18, pp. 57–63.
6. Zhou Ming Fa (2006) On regional brand construction of agricultural products. *Economist*, no. 9, pp. 235–236.

Руї Льен, Хенанський інститут науки і технологій; Сумський національний аграрний університет
Блюмська-Данько Ксенія Валеріївна, кандидат економічних наук, доцент, Сумський національний аграрний університет

Данько Юрій Іванович, доктор економічних наук, професор, Сумський національний аграрний університет
ВНУТРІШНІЙ ЗВ'ЯЗОК МІЖ СТРАТЕГІЄЮ БРЕНДУ ТА РОЗВИТКОМ КОНОТАЦІЇ УНІВЕРСИТЕТУ

З швидким розвитком китайської економіки, суспільства та культури ринок вищої освіти глибиться, а будівля університетів перед ними стали безпрецедентними можливостями і викликами. Бренд – соціально-економічний феномен. Бренд є продуктом розвитку товарної економіки в певній стадії. Створення бренду означає постійність концепції в процесі обміну товарами. Щоб просто визначити бренд, він відповідає назві, символу, символу або дизайну продавця або служби, підкреслюючи його конкурентну перевагу і відрізняючи їх від конкурентів. Університетський бренд як соціальне свідомість, репутація та розпізнавання університету, створений у процесі довгострокового розвитку. Популярність, репутація та розпізнавання, що перенесе бренд, часто вказує на дову історію керування університетом, або представляє хорошу якість керування школою, і навіть позначає культурний темперамент успіху. Університетський бренд не тільки вважається видом високоякісних освітніх ресурсів, які збираються протягом років, але також видом м'якої сили, пов'язаної з його довгостроковим розвитком. Що реалізація університетської брендової стратегії і прийняття характеристичного розвитку університету є необхідним вибором для виживання та розвитку університету, а також важливим напрямком університетського керування в майбутньому. Ця стаття зосереджується на дискусії – університетський бренд. Виявлення університетського бренду не можна відокремлювати від зовнішнього середовища місця, де знаходиться університет. Наприклад, стовпчик університету, обговорений в цій газеті, не відрізняється від ролі політичних, економічних і культурних зовнішніх факторів в місці, де належить університет. Звичайно, окрім зовнішнього середовища, створення університетських брендів також потребує внутрішнього імпульсу. Розробка стратегії університетського бренду є необхідним вибором адаптування до соціального розвитку, і необхідним попитом є побудова університетського бренду в середовищі швидкого розвитку вищої освіти Китаю. З поступним розширенням активності вищої освіти та їхнього впливу ринкові сили, які підкреслюються у вищої освіті, поступово оцінювали всі сторони суспільства.

Ключові слова: внутрішній зв'язок, стратегія бренду, розвиток університету

Дата надходження до редакції: 30.03.2023 р.