

POSSIBILITIES OF TERRITORIAL BRANDING AS DEVELOPMENT MANAGEMENT TOOL FOR THE FAR EAST OF RUSSIA

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Received November 2021; Accepted December 2021; Published January 2022;

DOI: <https://doi.org/10.31407/ijeess12.119>

ABSTRACT

Modern branding of territories is becoming an active tool for regional governance more and more often. The search for the identity of cities and the federation subjects leads to attraction the attention of specific target audiences - stakeholders who are able to solve the current tasks of the territories. Eleven subjects of the federation, which are the part of the Far Eastern Federal District of the Russian Federation, have different opportunities and face different threats. At the same time, they are united by the common goal of retaining the existing population and attracting a new one. A competent territorial branding based on reliable information about the current state of the territories and the plans of their administrations is called upon to solve this problem.

Key words: branding of territories, constituent entity of the federation, strategy of social-economic development of the region, national ratings, target audience, Far Eastern Federal District.