

консультацій. 08 лютого 2019 року. URL:
<http://www.ier.com.ua/ua/publications/articles?pid=6141>

5. Курман О.В. Контрабанда деревини: предмет злочинного посягання та способи вчинення. *Аналітично-порівняльне правознавство*. 2023. № 1. DOI: <https://doi.org/10.24144/2788-6018.2023.01.90>

УДК 339.138

Cherniavska O.D., PhD student
Kyiv National University of
Technologies and Design

INTEGRATION OF ADVANCED TECHNOLOGIES IN BRAND MANAGEMENT: AI, BLOCKCHAIN, NFT AND VR/AR

In the era of digital transformation, brand management faces new challenges and opportunities. Progress in the fields of artificial intelligence (AI), blockchain, non-fungible tokens (NFT), virtual reality (VR), and augmented reality (AR) opens new horizons for innovation in branding and marketing. These technologies offer unique tools for strengthening customer engagement, building trust and loyalty, and creating a unique digital experience. The introduction to this topic requires an understanding of not only the technological aspects of each of these innovations but also their practical application within brand management strategies. Considering AI, blockchain, NFT, and VR/AR through the lens of branding allows us to assess their potential for creating deep and meaningful relationships with consumers, as well as for strengthening a brand's position in the digital environment.

In recent years, the landscape of digital marketing has undergone significant transformations, with social media emerging as a pivotal platform for brand storytelling and consumer engagement. Dwiandini A. [1] underscores the strategic employment of social media influencers in targeting Generation Z, highlighting their effectiveness in shaping brand perceptions and consumer behavior. Concurrently, Kapoor K. [2, p. 531-558] provide a comprehensive overview of the evolution of social media research, tracing its progression from a focus on social interactions to its current role as an indispensable tool in digital marketing strategies. This body of work emphasizes the multifaceted impacts of social media across various business domains. León-Alberca T. [3, p. 309-318] delve into the specific trends and technological advancements in digital marketing on Instagram, offering insights into how brands can leverage the platform's unique features to enhance their marketing efforts. Their research contributes to a broader understanding of the dynamic digital marketing ecosystem and its technological underpinnings.

Adding to this discourse, Nadeak T. [4, p. 01-08] explore innovative marketing strategies within the digital era, conducting a systematic literature

review that maps out the evolving landscape of digital marketing strategies and their implications for business practices. Their analysis sheds light on the importance of adaptability and innovation in sustaining brand relevance and competitiveness. Rachman R. [5, p.355-364] examine the nuances of brand storytelling in the digital age, identifying both the challenges and opportunities presented by online marketing platforms. Their findings suggest that compelling storytelling, coupled with strategic digital marketing practices, can significantly enhance brand visibility and engagement in a crowded digital marketplace.

This table demonstrates how the integration of AI, blockchain, NFT, and VR/AR can significantly improve brand management processes, offering companies new approaches to customer interaction, data management, and creating a unique user experience. In each of these processes, technologies open new opportunities for increasing loyalty, trust, and consumer engagement:

Table 1

**Application of Emerging Technologies in Digital Brand Management:
A Comprehensive Overview**

Brand Management Processes in the Digital Environment	Technology	Potential Benefits	Target Audience
Personalization of customer interaction	AI	Increasing customer satisfaction and loyalty through more accurate personalization of offers and communication	Consumers of all age groups, especially millennials and Generation Z
Authentication of products	Blockchain	Increasing brand trust through transparency and the impossibility of falsifying information about the origin of the product	Consumers of high-quality and luxury products
Creation of exclusive digital content	NFT	Creating a unique digital asset that can serve as a tool for loyalty and strengthening the connection with the brand	Collectors, brand fans, technology enthusiasts
Provision of unique virtual experiences	VR/AR	Immersing consumers in the brand experience, improving interaction and understanding of products	Youth, gamers, consumers of digital and technological content
Improvement of online customer service	AI	Automating customer service, improving the quality and speed of responses to inquiries	A broad audience, including those who value speed and efficiency of service
Transparency and accountability in sustainable development	Blockchain	Increasing brand trust through a clear demonstration of its sustainable practices and commitments	Environmentally conscious consumers, investors
Development and promotion of new products	VR/AR	Virtual testing and demonstration of products before their market launch, reducing marketing costs	Innovative consumers, technology early adopters

Source: developed by the author.

In conclusion, the convergence of digital marketing strategies with emerging technologies presents an opportunity for brands to innovate and refine their approach to consumer engagement and loyalty. By strategically leveraging these technologies, brands can create more personalized, immersive, and trustworthy experiences, catering to the specific preferences and values of their target demographics.

References

1. Dwiandini, A. (2024). The Use of Social Media Influencers as a Digital Marketing Strategy in Generation Z. *JHSS (Journal of Humanities and Social Studies)*, 8(1).
2. Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in Social Media Research: Past, Present and Future. *Information Systems Frontiers*, 20(3), 531-558.
3. León-Alberca, T., Renés-Arellano, P., & Aguaded, I. (2024). Digital Marketing and Technology Trends: Systematic Literature Review on Instagram. In *International Conference on Communication and Applied Technologies* (pp. 309-318). Springer, Singapore.
4. Nadeak, T., Rahayu, A., & Hendrayati, H. (2024). Innovative Marketing Strategies in the Digital Era: Systematic Literature Review Analysis. *West Science Social and Humanities Studies*, 2(01), 01-08.
5. Rachman, R., Hamid, M. A., Wijaya, B. K., Wibowo, S. E., & Intan, D. N. (2024). Brand storytelling in the digital age: challenges and opportunities in online marketing. *Jurnal Ekonomi*, 13(01), 355-364.

УДК 339.139

Максимович С. В., здобувач освіти,
Державний податковий університет

КООРДИНАЦІЯ ЗУСИЛЬ МІЖНАРОДНИХ ПАРТНЕРІВ У ПОВОЄННОМУ ВІДНОВЛЕННІ УКРАЇНИ

Російська війна проти України завдала колосальної шкоди українській економіці та інфраструктурі. За оцінками Світового банку, загальні збитки можуть сягати 350 мільярдів доларів США. Відновлення України після війни потребуватиме значних зусиль та ресурсів, які неможливо буде мобілізувати лише за рахунок власних коштів. Тому важливою стає координація зусиль міжнародних партнерів, які готові допомогти Україні у цій складній справі.

Сьогодні роль міжнародної співпраці та зовнішніх інвестицій у забезпеченні сталого економічного розвитку України у післявоєнний період визнається як критична з численних ключових причин.

По-перше, після завершення війни країна зазвичай стикається з великими економічними втратами та руйнуванням. У цьому контексті