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## **ORGANIZATIONAL DETERMINANTS OF MARKETING MANAGEMENT OF UNCERTAINTY IN INTERNATIONAL BRANDING IN THE CONTEXT OF DIGITAL TRANSFORMATION**

A distinctive feature of the contemporary global economy is the growing uncertainty of international branding, intensified by digital transformations. In this context, brand perception is shaped not so much by the enterprise's managerial actions and decisions as by dynamic interactions with international audiences, digital platforms, and brand communities. Accordingly, the article substantiates theoretical and methodological provisions for marketing management of uncertainty in international branding by identifying organizational determinants that support the transition from unknown market reactions to a managed process of forming, testing, and adjusting brand decisions. The uncertainty of international branding is not interpreted as an increased level of risk, but as an objectively existing situation in which an enterprise lacks reliable knowledge of possible reactions from international audiences, the strength of their influence, and the distribution of consequences arising from brand decisions. The article proposes defining organizational manageability of brand uncertainty as the enterprise's ability to transform the unknown perception of an international brand into a system of marketing hypotheses and possible scenarios for its local adaptation within the framework of the organizational knowledge accumulated through market experiments. A contour-determinant model of brand uncertainty management is developed, integrating strategic, process-based, analytical, cognitive, relational, and learning levels of organizational determinants with the contours of uncertainty management. The role of digital transformation, brand communities, marketing innovations, and value co-creation in international brand management is clarified. It is substantiated that brand communities may simultaneously act as a source of uncertainty and as a mechanism for reducing it through the verification of the brand promise, the creation of brand evidence, and user involvement in shaping the value of an international brand. The methodological basis of the article is a systems approach, which enables branding to be examined as an interconnected set of strategic, communicative, analytical, organizational, digital, and learning processes. The content of uncertainty is clarified using logical and categorical analysis. Structural and logical analysis is applied to develop the relationships between organizational determinants and the contours of marketing management. Contour modeling is used to develop a model for managing brand uncertainty.

**Keywords:** organizational determinants, uncertainty, uncertainty management, digital transformation, international brand management, brand communities, marketing innovations, value co-creation.