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BRAND-ORIENTED STRATEGY AS A TOOL FOR THE FORMATION AND DEVELOPMENT OF A COMPANY'S BUSINESS REPUTATION

The article substantiates the theoretical and methodological foundations of developing a brand-oriented strategy as an instrument for the formation and development of a company's business reputation. The relevance of the topic is determined by the growing role of business reputation as a strategic intangible asset that shapes the level of trust among customers, partners, investors, employees, and other stakeholders. The purpose of the study is to clarify the essence of a brand-oriented strategy, determine its place in the corporate management system, and substantiate the stages of its development in the context of building a sustainable business reputation.

The article substantiates that a brand-oriented strategy is an important tool for the formation and development of a company's business reputation. It is proven that in modern conditions a brand should be considered not only as a means of positioning, but also as a strategic mechanism for managing trust, value integrity, authenticity of communications and reputational stability. It is determined that the development of a brand-oriented strategy should be based on the principles of value integrity, authenticity, strategic integration, stakeholder coherence, reputational stability and digital sensitivity. Five main stages of its formation are substantiated: reputational and brand diagnostics, reputational positioning, strategic brand integration, communication implementation, monitoring and adjustment.

The research applies the methods of analysis, synthesis, comparison, systematization, structural-logical generalization, and modelling. It is proved that a brand-oriented strategy should be understood not only as a marketing tool, but as an integrated mechanism for managing reputational integrity, value consistency, authenticity of communications, and stakeholder trust. The key principles of developing such a strategy are identified, the stages of its formation are proposed, and a conceptual model of its implementation is developed. The practical value of the results lies in the possibility of applying the proposed approaches in the preparation of corporate strategies, internal branding programs, reputational communications, CSR policies, and crisis response mechanisms of the company.

Keywords: brand-oriented strategy; business reputation; corporate brand; corporate governance; stakeholders; internal branding; CSR; reputation management.