

and digital transformation. The EU is actively developing mechanisms for attracting qualified personnel: the Migration and Asylum Pact, the EU Talent Pool digital platform. These measures simplify legal migration and help fill gaps in the labor market. However, migration generates socio-political challenges: tension, the growth of nationalism, and the polarization of society. EU countries are balancing between controlling illegal migration and the need to attract labor. At the same time, migration does not solve the problem of population aging, but only mitigates its economic consequences.

China and the EU demonstrate different strategies for overcoming demographic imbalances. China is trying to correct the consequences of domestic policy, while the EU is adapting to global changes through external resources. Chinese measures to stimulate the birth rate have so far been ineffective, and the EU's migration policy causes internal conflicts and does not solve the problem of low fertility. The experience of both regions shows that there is no simple and quick solution to demographic problems. To ensure long-term socio-economic stability, an integrated approach is needed, combining both internal reforms (family support, increased labor efficiency, pension reforms) and a balanced migration policy that can mitigate the most acute consequences of inevitable demographic changes.

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THE IMPACT OF ENTERPRISE BRANDING ON THE NATIONAL ECONOMIC IMAGE OF BELARUS

Влияние корпоративного брендинга на национальный экономический имидж Беларуси

In today's global economy, a country's image is becoming as much a strategic resource as its natural resources. Investment flows, export volumes, and the state's standing on the international stage directly depend on its perception. In this reality, it is the brands of Belarusian industrial enterprises that are becoming true representatives of national interests in global markets.

The purpose of this study is to analyze the impact of branding of Belarusian industrial enterprises on the formation of the national economic image.

The methodological basis of this study is based on the concept of the «country of origin effect», which posits that product perception is directly dependent on the image of the country of origin. This implies that successful corporate brands strengthen a country's positive image through synergy, particularly through «national champions» – industry leaders who represent the country internationally.

Global experience confirms this relationship. German corporations Siemens and Bosch are world-renowned for their quality, reliability, and advanced technology, creating the «Made in Germany» brand. Korean giants Samsung and Hyundai have transformed South Korea's image from an agricultural one to a technological leader. Three key groups of brands can be identified that shape Belarus's national image:

1. Machine-building giants (MAZ, BelAZ, MTZ) – classic «national champions», whose success directly influences perceptions of Belarus.

2. Leaders of the dairy industry. They are also known as the «white» calling card of Belarus (Savushkin Product, Babushkina Krynka, Bellakt). They are the ones who shape Belarus's image as an ecologically clean territory that supplies safe and high-quality food products.

The success of the Russian company Tekhotrade is a clear indicator of the image of Belarusian dairy brands. Tekhotrade is a distributor of leading Belarusian producers. The company sells products under the brands «MILK REPUBLIC» and «Belorussky Plombir», which refers to the country of origin in the brand name itself. As a result, the company has become synonymous with quality and naturalness in the Russian market. This suggests that in the minds of Russian consumers, the «Made in Belarus» label is practically synonymous with the concept of «quality».

3. Cosmetics manufacturers (Belita-Vitex, Modum Cosmetics, LUX VIZAGE). These companies demonstrate Belarus's ability to create competitive and modern consumer brands that align with global trends.

The economic impact of such enterprises is multifaceted. Industrial exports contribute significantly to the country's foreign exchange earnings and trade balance. International success contributes to the socioeconomic development of regions. For example, the BelAZ plant in Zhodzina provides highly skilled jobs, develops urban infrastructure, and generates revenue for local budgets.

The restructuring of global supply chains is creating new opportunities for Belarus. Belarusian enterprises aim to establish themselves as a reliable alternative to declining Western companies. This will change the competitive status of Belarusian enterprises to that of «privileged partners», but this requires stronger branding.

Research results confirm that industrial enterprise brands are critical assets in shaping Belarus's national economic image. The synergistic effect of three groups of brands creates a multifaceted image of Belarus. To significantly strengthen Belarus's economic image in the eyes of foreigners, the government and companies need to work together to promote a unified «Made in Belarus» message.

Reference

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