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TERRITORIAL REPUTATION AS AN INTANGIBLE INSTITUTIONAL RESOURCE FOR RESILIENT MARKETING

Territorial reputation belongs to the set of intangible assets that determine a country's, regions, or city's capacity to sustain competitive positions amid growing uncertainty and frequent external shocks. Its significance is amplified in the context of the digitalisation of society, communications, and culture, where evaluations of a territory are formed within an environment of high information density, rapid dissemination of messages, and the accumulation of digital traces that shape perceptions of institutional reliability and the attractiveness of the environment [3]. In public governance, attention to intangible development factors is increasing, as these factors affect the willingness of external and internal stakeholders to undertake long-term commitments. In the corporate sector, reputation has long been regarded as a key intangible resource that enhances competitiveness and facilitates interaction with market actors. At the territorial level, this principle acquires systemic importance, since a positive reputation increases the trust of investors, consumers, and partners and indirectly mediates economic growth and innovative development through the reduction of risk expectations [2; 6]. Under such conditions, reputation should be interpreted as a component of the institutional capital of development, reproduced through assessments of the predictability of rules, the quality of managerial decisions, and the reliability of the fulfilment of obligations.

The purpose of this work is to substantiate territorial reputation as an intangible institutional asset within the system of resilient territorial marketing and to elucidate its role in reproducing the conditions for innovative development. The point of departure is an understanding of reputation as a stable assessment that exists in the consciousness of stakeholders and rests on the generalisation of prior experience and expectations regarding the future behaviour of the subject. In corporate research, reputation is defined as a unique intangible asset that signals

quality, reliability, and predictability and therefore simplifies choice and reduces decision-making costs under conditions of information asymmetry [6]. Transferring this logic to the territorial level implies that the reputation of a country or city performs a similar function for a wide range of actors who are unable to verify directly all characteristics of the environment. In such a case, reputation becomes an institutional reference point that influences risk assessments, the expected stability of rules, and the willingness to cooperate. A positive reputation of a country is associated with more favorable economic outcomes, as it facilitates the mobilisation of resources and supports competitive advantages in global markets [2]. It follows that the institutional reputation of a territory accumulates social trust and legitimacy and may be regarded as a resource that strengthens the territory's capacity to implement innovative strategies.

Reputation as a development factor manifests itself through a set of consequences that are important for national competitiveness. Countries with a better reputation have advantages in attracting foreign direct investment, supporting exports, shaping tourism attractiveness, and accessing a broader range of external economic opportunities [2]. These effects are related to the fact that reputation influences trust as a basic condition for concluding agreements and maintaining durable ties. Trust, in turn, reduces transaction costs and increases the likelihood that partners will accept the risk of joint projects. In the international dimension, reputation is also linked to the potential of a state's "soft power". In Joseph Nye's interpretation, "soft power" denotes the ability to achieve desired outcomes through attraction, grounded in values, culture, and policies that others trust [5]. Within this logic, a positive reputation enhances the persuasiveness of a state's position, facilitates the coordination of interests, and supports cooperation in situations where coercion is unacceptable or ineffective. Accordingly, reputation is not an add-on to economic policy but a condition of its implementability in an environment of global competition [1; 5].

In the context of resilient territorial marketing, reputation assumes particular weight. Resilience in this case may be understood as a combination of stability and the capacity for recovery, expressed in the preservation of territorial governability during shocks and in the ability to restore interaction with stakeholders rapidly after crisis events. Resilient territorial marketing should be treated as a strategic orientation towards sustaining the attractiveness and governability of a territory through the alignment of managerial actions, communications, and stakeholder

expectations. Within such an orientation, reputation performs the role of an institutional stabilizer. It reduces information asymmetry, supports willingness to interact under conditions of constrained verifiability of claims, and lowers the costs of restoring trust in situations of reputational losses [2; 6]. This has direct implications for investment behavior, as investors evaluate not only potential profitability but also the governability of risks, the predictability of the regulatory environment, and the ability of institutions to fulfil obligations. At the same time, this configuration strengthens a territory's innovative capacity, since trust and predictability facilitate cooperation, reduce barriers to the implementation of novelties, and sustain readiness to invest in knowledge and technological change.

It is important to emphasize that reputation is not a purely communicative phenomenon. It is reproduced at the intersection of governance practices, institutional quality, and the public justification of decisions. Within territorial marketing, this shifts emphases. Communications are meaningful as an instrument for strengthening transparency, explaining policies, and forming comprehensible expectations. At the same time, communications cannot substitute for the substance of institutional change. Resilient territorial marketing presupposes consistency between actions and messages, as well as the capacity of institutions to demonstrate predictability and responsibility in crisis situations. It is precisely this consistency that constitutes the basis of reputational resilience, as it sustains trust as a condition for innovative cooperation.

Therefore, territorial reputation should be regarded as an intangible institutional asset that sets the boundaries of risk acceptability for key stakeholder groups and influences the possibilities for innovative development. It accumulates assessments of institutional predictability and reliability and is reproduced through the consistency of governance practices over a long time horizon. Within the system of resilient territorial marketing, reputation performs a stabilising function, supports trust under conditions of shocks, and reduces the costs of restoring partnership ties [2]. The mechanism through which reputation influences innovative development is realised through increased readiness for cooperation, investment in knowledge, and the mobilisation of external resources of the innovation ecosystem [2; 4]. This creates grounds for further theoretical refinement in subsequent research of ways to operationalise reputation as an institutional basis of innovative development within international indices and comparative models, in

particular through distinguishing between institutional preconditions and the results of innovative activity and through analysing the coherence between policies, institutional practice, and the public justification of decisions.

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