

## Nation Branding, Intellectual Property Rights and Economic Development Nexus: A Prescriptive Approach

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### *Abstract*

*The discovery of interrelationship among intellectual Property Rights (IPRs), Nation Branding (NB) and Economic Development (ED) is a recent phenomenon which highlights non-material aspects of a country as a consistent source of economic development. The importance of human and intellectual capital and increasing shares of services in global market are becoming emerging phenomena worldwide. This paper highlights the interrelationship among IPRs, NB and ED to reveal the role of the non-material and non-conventional dimensions such IPRs and NB in Economic development. Brand' is a useful summary of the intangible competitive assets of a country: its vision, its genius, its distinctive character, its people, and its promise to the marketplace. These are the factors which, when aligned around a clear strategy, give it sustainable competitive advantage. Finding of the study suggests that there may be various reasons of ineffective relationship between intangible assets of poorer countries and economic growth of the country, but brand theory suggests that lacking a powerful strategy for deploying a productive and harmonized way is the major reason.*

**Key Words:** *Nation Branding, Intellectual Property Rights, Economic Development, Interrelationship.*

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### **Introduction**

The brand is a key factor, since the cost of entry in the market places the most modern are simply impeccable quality, performance and reliability: they are not are sufficient sales for the last competitive advantage or regular sales. The brand is what drives consumer choice, when products and services are largely equivalent (Roll, 2006) "Brand" is a useful summary of intangible competitive of an organization or a country asset, its genius, its distinctive character, its people, its promise to the marketplace. These are factors that, when aligned around a clear strategy, give it a sustainable competitive advantage, the right and the ability to charge a Premium and services offered.

It is not surprising that the market Activation of many enterprises is a value on their brands, always again their tangible assets, considers and if he had lived to measure the value of the brand Countries, would exceed their physical resources by an equally important factor (Anholt, 2005)

It may be several reasons why the intangibles of the country's assets poorest not "working together" for economic growth and prosperity of the country, but brand theory is a very important: the absence of a powerful strategy for providing productive way and harmonized. (K a t s I o l o u d e s & Hadjidakis, 2007)

## Literature Review of Nation Branding

In recent years, the concept of nation branding was an expression that includes a number of complex set of concepts. Simon Anholt, who coined the term in 1998, provides a concise definition with the description of the national brand image, "Image of the way [nation] received and stored by the public" (Anholt, 2003, p. 28). Furthermore, his research has shown that this appearance is usually a "systematic attempt to create or manage the reputation of the nation" (Anholt, 2003)." (Olins, 2001) refers to the fact, the Nations experiencing constant change, which requires that image and reputation constantly maintained to develop and maintain the benefits of the national branding

This field has knowledgeable some difficulty with terminology given the seeming exchange aptitude of the terms used to describe it. For example Anholts mentioned the definition of terms like "Place-branding" applied was (van Ham, 2005), "Destination branding" (Morgan, et al. 2003), "place of brand"(Kerr, 2006) and "Country-branding"(Gilmore, 2002). (Good or bad) use of different terms, as a challenge for the field in the area of direct application of the theoretical framework has worked, and it seems that the development of efforts academic consistent terminology (Hankinson, 2004; occupied a Kerr, 2006). Yet, it seems "Nation branding", for the term in many parts of the current literature (Dzenovska, 2004; Olins, 2001; Yan, 2003), and as a result, it will be used here.

In this paper the authors tried to discuss Nation Branding for the first time in Pakistan, and to find the interrelation between of nation branding and foreign direct invest in Pakistan. (Alam, Almotairi & Gaadar, 2013).

Nation branding is concerned with a nation's entire image on the international phase covering Political, economic and cultural dimensions (Quelch and Jocz, 2004; Fan, 2006) and the interlink of all aspects of the nation and create more opportunities for foreign direct investment (FDI)

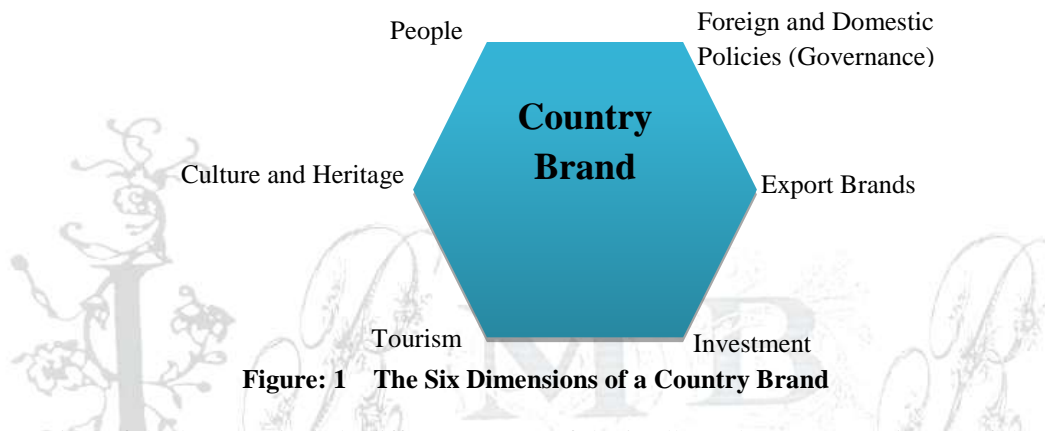
In this Research paper the author focused on central Asia countries during their diplomatic discourse of Kazakhstan a distribution of hundreds of brochures on economic developments and the policy achievements in theirs countries, These PR campaigns aimed at an international identity represents a new challenge for public policy in the post-Soviet States. This goal has not been reached, but the Governments of Kazakhstan, who seek Uzbekistan and Kyrgyzstan, making the world of their countries more awareness about Nation Brand (MARAT, 2009)

## Nation Branding

Most of people are familiar with marketing academic COO or countries of origin-effect-with other words, the power of a geographical indication of the explicit or implicit call to the products and services, to create a higher price for it, and to stimulate the Customer loyalty towards them. Japanese Electrical, German engineering French luxury and Italian fashion products, for example is such a good reputation, that many consumers pay a significant premium for previous undisciplined well-known brands in these sectors, everything simply because sound it, Japanese, German, French or Italian (Anholt, 2005).

Basic principles of Nation Branding, the COO affect much more, being a country and its services export This is makes a significant difference in the acceptance world often people of country (whether as employees, investors, immigrants, politicians or media stars), it's sports and cultural endeavors of its policy and diplomatic relations with elsewhere in their sights investment, And other intellectual media and creative Production. A brand of the country effects on all aspects of its international commitments and plays an essential role in the economic, social, political and cultural progress. (Martínez, 2010)

If a country is widely known and admired for its expertise in specific areas of their values, their culture, it has a considerable advantage over countries whose Identical is less clear, less known or less positive. A national mark clear, credible, and attractive has been reached, when the largest of the front country facilities, activities and investments is accidentally or deliberately organized a common vision of misunderstanding and if their channels of communication with the rest of the world (tourism, investments and) Export promotion, cultural relations, “public diplomacy” and so forth) are coordinated. (Budd, 2004)



**Figure: 1 The Six Dimensions of a Country Brand**

Every points of the hexagon include different aspects of the intellectual Property patrimony of the nation and together they add up to a single 'idea of the nation' which can drive performance in many areas in international trade relations and cultural and social exchanges. Like all other kind of intellectual property, the points of the hexagon must be managed, protected and where appropriate, set to work during the major part of the country (Scott, Ashton, Ding & Xu, 2009).

If as a result of a direction clear and inspiring of the Central Government, all These stakeholders in the intellectual property of the nation stores share a common vision of the future countries a current identity of the so-called and to achieve some harmonization between their actions and communications, it is far more chances for the image of the country Fairly and positively reflecting it's of this reality. (Actions, Actors & Partnerships, 2004). It because the international is 'Audience' is it a stable and Positive opinion of the country if the Majority of the messages they receive from only likely to form are broadly aligned.

**People**

A communication channel which is the great task completely and complexity of consistency of the alien for global communication Market its people that any ordinary citizen are not only diplomats, media star and politicians becomes a passionate ambassador for his country of origin or City, can be a really a positive change.

The human capital of the nation of the country's main source is in a sense very real the intangibles, skills, abilities, values, and behaviors of the people are his primary resource In the people we are counting population, history, religious, education, capability, courtesy and other qualities of the peoples etc. (Antonides, 2008).

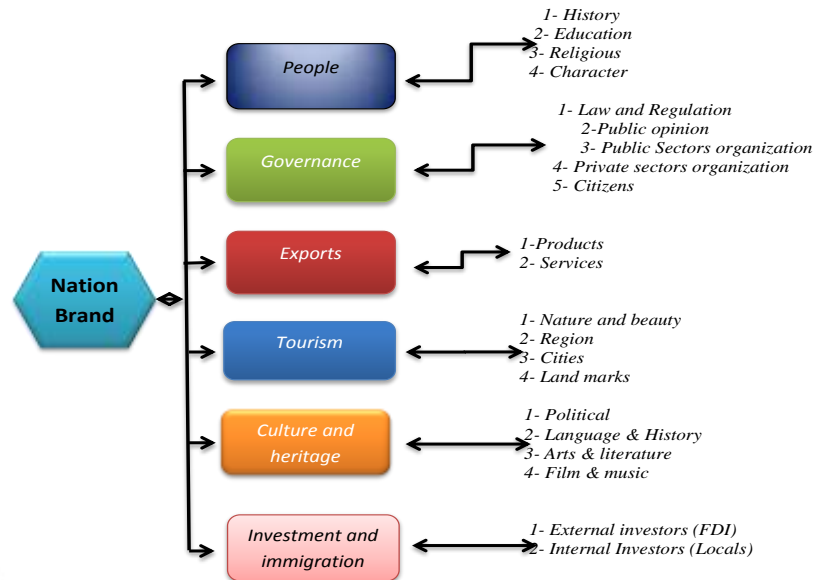


Figure: 2 Nation Branding Index (NBI) (Alam, Almotairi & Gaadar, 2013)

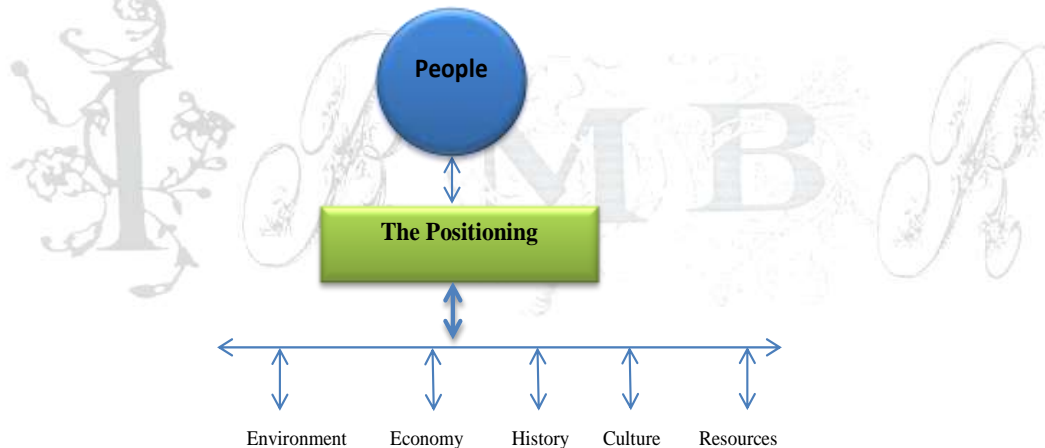


Figure: 3 (Alam, Almotairi & Gaadar, 2013)

**Governance**

Community measures show relating to the level of the capacity of the national Government and judgment of each people and to the Government, it defines individual beliefs on commitment to the problems of the world such as poverty, justice, democracy and peace-environment created (A. K & Rao C, 2013).

Places are also with the part, which your leader guides playing domestic and foreign affair that the assets matters. And IP activity of the just like everyone else, must be performed with sensitivity for the Politics of intellectual property is in synergy with other strategic needs of the brand of the Nation. Other Channels, there are few faster ways to establish and promote the world Community (Vaknin, 2009).

"Political IP", unlike the IP security policy, is another factor and contributes to the nation's brand: instead of the Government on political IP management with in the country, is the call acquires the Government of a country for distinctive and political initiatives employment, both in national and international affairs.

The intellectual capital of the IP policy to check in particular for various reasons, one of the most difficult elements of the nation, but it affects other aspects of the hexagon (Rosenmarkle, 2013)

### **Export**

In emerging Nation products and services are all too often exported as unbranded commodities. This represents a failure of the capitalist on the considerable potential for Market value increases with the IP address of the brand. Governments that succeed creating an environment that promotes and stimulates innovation and creativity continuous development of new IP are likely to achieve a highly profitable export industry for the national brand in turn adds value.

A powerful, typed, enlarged and Appealing national brand is the best precious gift that their exporters may produce a Government, what think "made in" Japan 'made for electronics and Made in Italy' for fashion. Today, exports of brand make one of the most effective for the strengthening and maintenance of the national image. (Osijek, 2006).

### **Tourism**

Most commonly, the visible aspects of the brand country are the most important, tourism in general aspect of spender and competent the most team of marketing. The touristic 'idea'-of the nation to create a visual image of the State may well impact the other areas of the Performance - nation image for investors, such as maybe Influenced in their Choice of the country through images of tourism, so must this particular aspect of the intellectual property of the nation considered rather more than a simple sales channel for example Malaysia are truly Asia, Switzerland. Get natural, Turkey Unlimited and Hong Kong –Asia's World City (city!) (Blythe, 2005)

### **Cultural and Heritage**

Culture and heritage, showed insight each nation heritage and admiration for its cultural wealth, religion, language, politics, art, literature, cinema and sport. It is all social and economy will still shaking and how the major challenges for terrorism, dramas, music, art, literature, the lively and media boom, to represent the richest culture of the nation. Geography is often, the intellectual capital of the nation heritage, history and culture well known, but effectively or not sufficiently derived "can sell added value" for sellable assets is not appropriately used it then, to promotion of tourism Proposition (Forsberg & Jansson , 2009).

Sites that are growing as a purely economic matter at risk, an image of the brand in two dimensions of interest to investors, to develop tax exiles and currency speculators, Heritage, culture and sports provide the third dimension places give wealth, would trust and respect from abroad - and the quality of life at home.

### **Investment and Immigrants**

For capture understand certainly lively investment authority, people, work or study in each country to invest and determine how the population of a State national, social and economic and condition. Many of the best examples of the rapid growth happened in the last few years, because in some places have become magnets for talent, investment and business ventures. A reputation for abundant intellectual capital in attracting more of the same variable, create a virtuous circle to accelerate innovation and quality. (Love & Lattimore, 2009). An influential and reliable place brand can help produce positive favorite and get places on the correct shortlists

### **Conclusion and Recommendation**

his message is of crucial and importance for the developing countries, which just starts the time limit until your image with the speed of their development. Provides you of ensuring that way instead of brand, their

basic human qualities, their efforts, achievements and ambitions are seen, recognized and correct, also interpreted in their own region and beyond. In short, a faster and more return on the Nation Branding ensures secure this country, their donors and foreign investors are in their development.

The brand image of the country is it good or bad, rarely a very accurate picture of reflection reality of the country. In developing countries the a common reason for this separation between image and Reality is time: the country Change quite quickly, but its image can, suffering an image that has been forged over a precedent and a very different political era and now disturbs that constantly with their political, economic, cultural and social cultural of aspiration .

In a deeper sense place branding also provides a way for the most recent most small and poor countries to produce local brand, spread their true cultural, social and historical identity, and create "perceptual location" for itself in the global community.

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