

## عنوان مقاله:

Exploring the Role of Brands in Public Diplomacy

## محل انتشار:

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## خلاصه مقاله:

As international relations develop into a network-like arena, new public diplomacy receives more attention, both in research and in practice. At the same time, with the increasing role of non-state actors in international relations, their significant roles and functions have come under substantial scientific analysis. While companies engage in business abroad, unintended results may emerge, affecting the image of their country of origin. One of them is the effects that brands and products have on the perception of their home countries' foreign policy. This article examines the role of brands in public diplomacy. The question is whether it is scientifically reasonable to assign a public diplomacy role to brands. While such a relation has not been treated in previous research, the authors of this article try to explore and analyze the various elements of this relation to find a well-founded answer. Our analysis uses the national image as a mediator concept between brands and public diplomacy. It starts with a definition of new public diplomacy and its differences with the classical one. It then continues along the concept of corporate diplomacy, national image, the country of origin (COO) effect, and its inverse version. In the end, the most possible and clear answer, according to currently available literature, will be discussed.

## کلمات کلیدی:

corporate diplomacy, country of origin effect, inverse country of origin effect, national image, new public diplomacy

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