

- требуется согласованное и эффективное управление глобальным финансовым рынком с позиции учета системного риска, что требует подхода, отличающегося от подхода при оценке риска индивидуального инвестора;
- политика регуляторов и финансовых организаций не должна быть процикличной (т.е. ускорять рост во время экономического подъема и подрывать его во время спада), для чего нужно пересмотреть стимулы к принятию рисков;
- финансовую эффективность необходимо определять как способность сектора стимулировать долгосрочный экономический рост и предоставлять услуги, выравнивающие потребление. Система регулирования должна выбраковывать финансовые инструменты, которые не вносят вклада в функциональную эффективность, а являются исключительно спекулятивными;
- микропруденциальное регулирование должно дополняться макропруденциальной политикой, нацеленной на создание резервов в «хорошие времена», чтобы избежать оттока ликвидности в периоды кризиса;
- регулирующим органам развивающихся стран следует развивать свои финансовые сектора постепенно, чтобы избежать цикла «бум - спад»;
- для укрепления устойчивости мирового финансового рынка необходимо постепенно развивать диверсифицированную систему резервных валют и финансовых центров.

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БРЭНД-МЕНЕДЖМЕНТ В КРОСС-КУЛЬТУРНОМ КОНТЕКСТЕ

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Geographic extension is the necessary fate of brands. The brand's growth and its ability to innovate and to sustain its competitive edge in terms of economies of scale and productivity depend on it. One of the key aspects which should be considered while extending a brand throughout the world is

the cultural context. Cultural approach is based on analysis of brands and branding in the light of cultural influences.

The approach emphasizes the cultural forces in society and how these can be used to build iconic brands as well as the impact of branding practices on the globalized culture and marketplace.

The role of culture in business affairs has primarily been studied in regards to international management, and recently a considerable body of research has developed in the fields of international consumer behavior, marketing and brand management.

In general, research in cross-cultural marketing has discovered that culture might motivate corporate decision makers to deliberately choose a different brand positioning in different countries. However, even if identical positioning is applied across nations, the same brand might be perceived differently in different cultures. The difference may be caused due to the adaptation of advertising to better adjust to cultural traditions and norms or due to different understandings of applied communication.

The perspective of the cultural approach embeds brand consumption in a macro-level cultural context and it is linked to the tradition of cultural studies. The culture researched into in the cultural approach surrounds us all and can roughly be divided into different 'levels': a subcultural level, a national level, and a global level. They are all valid analysis levels and concerns of the cultural brand perspective.

The cultural brand management process consists of two stages: gathering and analyzing cultural knowledge and composing the cultural brand strategy. The gathering of relevant cultural knowledge is required; cultural contradictions must be identified and uncovered. The identification of emerging cultural contradictions requires a thorough understanding of the cultural context, and the empathetic understanding of the identity projects of consumers is different from the gathering of traditional consumer research data. A different kind of consumer knowledge is required: 'Rather than static, microscopic research that delivers a snapshot of individual consumers, genealogy is macroscopic and dialectical' [1, p.230].

The brand manager also has to understand the reputation of the brand. In the cultural approach, the brand's reputation is considered to be the reputation for telling certain kind of stories – for competing in a certain myth market. This reputation endows the brand with a cultural and political authority, meaning that the brand has a reputation for telling stories/performing myths about a certain notion (e.g. freedom, cultural authority) aimed at certain cultural segments (political authority). In order for the brand manager to document the brand's cultural and political authority, he should look back in time

to comprehend what historic activities constrain or enhance the future myth-making ability of the brand.

One of the aspects emphasized in the research of global branding is naming. Renaming brands in a foreign market is no straightforward process. As a language and culture loaded with symbolism and imagery, a direct translation can often lead to comical or negative results. Other things being equal, a brand name that has some meaning to the consumer will be more easily recalled. In addition to linguistic issues, other factors that affect the translation/naming process are identified as follows: reflecting product benefits or industry characteristics, quality and brand positioning, links to logo or packaging, country of origin effect, traditional values, beliefs and customs [3].

Brand managers need to adapt to an agenda of cultural activism and get ready for a rather complicated work method. They need to gain a deep insight into cultural issues in society and be able to use this insight to perform brand myths connecting to the most important cultural contradictions of the time. Insights from this approach can also be used to become aware of the importance of monitoring if the brand is being subjected to criticism or even 'culture jamming'. This can be an early warning sign of a branding strategy losing its appeal or a pressure towards displaying more corporate social responsibility [1, p. 235].

Branding research in the future will probably need to be contextually and historically grounded, polycentric in orientation, and acutely attuned to the symbolic significance of brands of all types [2]. The studies in this sphere will continue as the importance of cross-cultural branding can hardly be overestimated.

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ВЛИЯНИЕ «ГРАЖДАНСКОГО КОДЕКСА ФРАНЦУЗОВ» 1804 г. НА ПОЛИТИЧЕСКИЕ И ЭКОНОМИЧЕСКИЕ ПРОЦЕССЫ В ЕВРОПЕ

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Франция – это страна, во многом повлиявшая на развитие всего европейского континента и сыгравшая большую роль в установлении приоритетов в отношениях между государствами. Это влияние достигалось различными способами – завоевательной политикой великих француз-