

## **Business clustering as a synergy factor of brand sustainability**

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Modern socio-economic transformations in society impose certain imprints on business development scenarios, and, regarding brand development: strengthening its position in the digital environment, increasing consumer loyalty, as well as the formation of stable ties with various stakeholders.

All kinds of transformations somehow have both a positive and a negative impact on the brand and its communication policy, and to a greater extent this affects the perception of consumers, which is somehow formed and affects the strength and stability of a particular brand in the digital environment in the conditions of a new normality.

This problem is raised in several modern and classical scientific works of both Russian (Valitsky D.A., Geraskina I. N., Gorbashko E. A., Kunin V. A., Strelnik M. M., Smirnova T. A., and others) and foreign researchers (Brown R., Corbett A., Enright M., Hmieleski K., Lindstrom M., McGrath H., Morales-Gualdron S., Pedersen P., Porter M., Roig S., and others). However, annual transformations of an economic and political nature make their own adjustments to the global agenda regarding the interaction of researchers within the framework of this problem, which leads to a decrease in attention to such global issues as the formation of competitiveness and sustainability of brands / companies that unite in cluster structures.

According to a few studies, the synergy of various business entities has the property of positively influencing green marketing, thus providing support in the development of the ESG concept. This is because thanks to the cooperation of brands or business as a whole, these subjects have the opportunity to increase the overall coverage in relation to the audience, and therefore, to work out a specific problem and minimize costs through joint efforts.

Because the new realities make us think not only about increasing the growth of brand achievements in the field of sustainable development [2, p. 7125], but also to retain, at least, the positions already achieved, companies are forced to turn their attention to increasing the stability of previously formed supply chains [1].

Thus, brand synergy is a clear mitigating factor for business development in modern conditions of uncertainty, as well as turbulence of the global business community. A striking example of the mechanism's work can be considered a collaboration of productions. In 2021, the partner brands of the Efficient Consumer Response (ECR) association formed recommendations on sustainable packaging for a certain list of products [4]. According to the document, specific examples of the most and least preferred raw materials that could be used by the participants of this project to create packaging conforming to the ESG principles were agreed with the recommendations of the companies [5].

It is also worth noting that one of the options for achieving a synergistic effect is the connections of business, the state and non-profit organizations. For example, an example of such cooperation can be considered projects of participants of the League of Green Brands (LGB), whose subjects generate sufficiently clear criteria for green goods for both producers and consumers. Additionally, with the support of such bodies as Roskachestvo and Rosstandart, LGB participants are forming regulations for national eco-certification, developing a standard

for sustainable brand development corresponding to the SDGs [3]. Because in the context of dynamic consumer preferences, long-term orientation and sustainable branding strategies are key elements of the successful building of brand values.

Thus, it is worth noting that cluster formations in modern conditions are more focused on their attention and generally build activities to form synergetic factors. It is those factors that increase the sustainability of not only the business, but also its individual brands by creating a collaborative brand policy, that is, the company's interaction with other brands to create the greatest effect from the products or services produced, regardless of the site and the implementation environment.

## References

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