DECENTRALISED BRANDING SPECTRUM: COLLABORATION AND COMPETITION ACROSS DIVERSE ORGANIZATIONAL CONTEXTS

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Abstract

The rapidly evolving global economy, driven by technological advancements and climate change challenges, calls for innovative approaches to collaboration and competition. In this context, the "decentralised brand" concept has emerged from our research as a potential game-changer. This study explores the various facets of decentralised branding. It examines its application and implications for different organisational contexts, including individuals, co-creation, crowdfunding, small and large companies, public institutions, and NGOs engaged in social causes.

Key words: decentralised brand, blockchain technology, innovation, Digital Trust Ecosystem

The analysis delves into decentralised brands' unique characteristics and advantages, such as adaptability, resilience, and sustainability. The study also investigates the potential challenges and drawbacks of implementing these branding strategies. By presenting a comparative analysis of case studies from each organisational context, the article uncovers insights into the impact of decentralised branding on stakeholder engagement, resource allocation, and decision-making processes.

Ultimately, this research contributes to understanding decentralised branding's role in fostering effective human collaboration and competition and its influence on the future of diverse organisational landscapes. By highlighting both the opportunities and limitations of decentralised branding strategies, the study offers valuable guidance for stakeholders seeking to navigate the complex interplay between collaboration and competition in an increasingly interconnected world.

MATERIAL AND METHOD

Within the paper, different approaches to decentralised branding are analysed, taking into consideration the newest studies on the topic and investigating the previous literature and studies, identifying the main directions of development and the limits that need to be recognised.

RESULTS AND DISCUSSIONS

Decentralised brands for individuals.

Decentralised brands could help the development of better personal brands for a single individual or a small co-creating group (Calandra C., 2022). Personal brands can leverage decentralised decision-making processes by involving their audience or community in shaping the brand's direction, values, and goals. Personal involvement in brand governance can create a sense of ownership in the community and lead to a stronger and more engaged fan base. Personal brands can create digital tokens, enabling their supporters to participate in the brand's growth and success.

Token holders can be rewarded for their loyalty, given access to exclusive content or experiences, or granted voting rights on key decisions. Personal brands can benefit from decentralised content creation and distribution platforms like blockchain-based social media networks or content-sharing platforms. These new social media networks could allow creators to control their content, retain a larger revenue share, and build stronger connections with their audience.

By using decentralised technologies like blockchain, personal brands can establish a transparent and verifiable record of their accomplishments, endorsements, and feedback from their community. A transparent record can

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enhance the credibility and trustworthiness of the personal brand in the eyes of the public.

Decentralised brands can enable personal brands to connect and collaborate with other like-minded individuals or groups. Through decentralised platforms, creators can form partnerships, pool resources, and co-create content, further expanding their reach and influence.

Decentralised brands for co-creation.

A decentralised brand for co-creation refers to a strategy that leverages decentralisation principles and technologies to facilitate collaboration and collective creativity among its community. A decentralised brand can harness its community members' diverse skills, ideas, and perspectives by enabling co-creation, leading to more innovative and engaging products, services, or experiences. Decentralised brands can use open forums, social media platforms, or blockchain-based voting systems to gather ideas, feedback, and suggestions from their community. This collective input can generate fresh and innovative ideas, which can be incorporated into the brand's offerings. A decentralised brand approach could motivate individuals to actively participate and invest their time and skills in the brand's development. These platforms can help manage collaborative projects, track contributions, and ensure fair distribution of rewards or ownership stakes among participants.

Decentralised brands for Crowdfunding.

Personal brands can leverage decentralised crowdfunding platforms to raise funds and resources for their projects directly from their supporters, bypassing traditional gatekeepers and intermediaries (Yadye S. *et al,* 2021). Bypassing intermediaries can lead to more creative freedom and a stronger connection with their fan base. Using decentralised platforms and tools, these brands can efficiently manage fundraising campaigns, engage supporters, and distribute rewards or ownership stakes transparently and securely. Direct connection with supporters: Decentralised brands can use crowdfunding platforms to connect directly with their supporters, eliminating the need for traditional intermediaries like banks, venture capitalists, or angel investors. This direct connection can lead to more transparent communication and a stronger sense of community around the brand. Decentralised brands can issue digital tokens to reward supporters for their contributions to the crowdfunding campaign. These tokens can represent various forms of value, such as access to exclusive content, discounts, voting rights, or even an ownership stake in the brand itself. Decentralised brands can use smart contracts on blockchain

platforms to automate and secure the fundraising process. Smart contracts can ensure that funds are collected, managed, and distributed according to predefined rules, reducing the risk of fraud or misuse. Blockchain technology enables a transparent and tamper-proof record of all transactions related to the crowdfunding campaign (Esmaeilian B. *et al,* 2020). This approach will increase trust among supporters, as they can easily verify how their contributions are being used and track the project's progress. Decentralised crowdfunding platforms can facilitate cross-border fundraising, allowing brands to reach a global audience of supporters. Decentralisation can help brands access a larger pool of potential investors and tap into new markets. By embracing the concept of decentralised crowdfunding, brands can access a more diverse and inclusive pool of financial resources while fostering a stronger sense of community and trust among their supporters. This approach can lead to more resilient, adaptable, and innovative brands capable of bringing their projects, products, or services to fruition with the backing of a loyal and engaged community.

Decentralised brands for small companies.

A decentralised brand approach can benefit small companies by providing a platform for collaboration and collective branding efforts (Balan, 2023). Building a brand from scratch can be daunting, requiring significant resources such as time, money, and expertise. However, by banding together under a decentralised brand umbrella, small companies can pool their resources and create a collective brand that is larger and more recognisable than the sum of its parts. A decentralised brand can provide a framework for small companies to collaborate on branding initiatives, such as developing a shared visual identity, messaging strategy, or marketing campaign. By working together, these companies can leverage their strengths and expertise to create a cohesive and compelling brand that resonates with their target audience. Moreover, a decentralised brand can provide small companies access to a wider network of resources, such as shared technology platforms, supply chain partnerships, or distribution channels (Lai K.C., Cistulli V., 2005). By collaborating under a decentralised brand, small companies can tap into a larger pool of resources than they could on their own, helping to accelerate their growth and success. Finally, a decentralised brand can provide a sense of community and shared purpose, helping them align around common values and goals. By coming together under a shared brand umbrella, these companies can create a stronger

sense of identity and purpose, leading to more engaged employees, customers, and stakeholders.

In summary, decentralised brands can empower small companies to overcome the challenges of building a brand from scratch by providing a platform for collaboration, shared resources, and a sense of community.

Decentralised brands can help small companies navigate the volatility of a rapidly changing market landscape by providing a platform for collaboration, innovation, and adaptation. Small companies need help keeping pace with technological changes, customer preferences, and industry trends in a fast-moving market. However, by banding together under a decentralised brand umbrella, these companies can leverage their collective strengths to adapt to changing market conditions and drive innovation.

Decentralised brands can transform volatility into a catalyst for growth and adaptation by fostering a culture of collaboration, experimentation, and shared learning. Small companies can experiment with new products, services, or business models by working together and sharing insights and feedback to refine their approach. This collaborative approach can help small companies to stay nimble and responsive to changing market conditions, driving innovation and growth. By collaborating under a decentralised brand, small companies can tap into a larger pool of resources than they could on their own, helping to accelerate their growth and success.

Decentralised brands for big companies and DTEs.

Decentralised brands can benefit big companies and industries by providing a platform for collaboration and a shared digital trust ecosystem (Balan, 2023). In today's digital age, trust is a critical component of business success, and big companies and industries are increasingly turning to decentralised technologies to build trust and improve collaboration. In addition, different use cases within big companies and industries may require collaboration between competitors, which can be challenging to achieve in a traditional, centralised environment. Decentralised brand tools can facilitate this collaboration by providing a neutral platform for competitors to work together on common goals and initiatives, such as developing new standards, sharing research and development resources, or collaborating on sustainability initiatives. By collaborating under a decentralised brand, big companies and industries can tap into a larger pool of resources than they could on their own, helping to accelerate their growth and success. A Digital Trust Ecosystem (DTE) for industries

such as pharmaceuticals and other heavily regulated industries can be an interconnected and secure network of data and systems that facilitates the sharing and verification of information among industry players. It is an ecosystem that leverages decentralised technologies such as blockchain to ensure data security, transparency, and accountability (Westerkamp M. *et al,* 2020). For example, a DTE can enable secure and transparent data sharing among pharmaceutical companies, regulatory bodies, healthcare providers, and patients in the pharmaceutical industry. The DTE can facilitate the verification of drug efficacy, safety, and supply chain integrity while maintaining patient privacy and confidentiality.

A DTE can provide a common platform for data sharing and verification, reducing duplication of effort and improving overall efficiency. It can also help to reduce the risk of fraud, counterfeiting, and other criminal activities by providing a tamper-proof record of transactions and data.

Products that address industry-level use cases can potentially reduce costs for everyone by streamlining the industry and conserving human and ecological resources without affecting competition. By adopting advanced technologies and ethical and sustainable practices, these products can improve existing processes and products, leading to increased efficiency and reduced resource consumption. Furthermore, these products can contribute to developing new business models that promote a circular economy and better utilise existing resources.

Decentralised brands for public institutions.

By adopting a decentralised approach, public institutions can encourage more community engagement and participation in decision-making processes, leading to more informed and representative decisions. Decentralised brands can help public institutions improve their accountability by creating a system of checks and balances that allows for better monitoring and evaluation of their activities. By evolving as decentralised brands, public institutions could improve transparency by providing a transparent public ledger of all institutions' transactions and decisions.

A decentralised brands-based culture can help public institutions allocate resources more efficiently by enabling the community to participate in the decision-making and ensuring that decisions are made based on community needs and priorities. Decentralised brand thinking can encourage public institutions to adopt innovative solutions to complex problems by fostering a culture of experimentation and risk-taking. Only a culture of permanent

innovation and experimentation can lead to new approaches and solutions that are effective and responsive to the community's needs.

Social technologies like "decentralised brands" could set valuable precedents for public institutions to develop forward-thinking policies and regulations that anticipate and address emerging risks and challenges and establish effective partnerships with relevant stakeholders. These stakeholders should, including private sector actors and academic institutions, leverage their expertise and resources to advance public interests. Public institutions can better serve their communities and promote sustainable, equitable, and inclusive development by prioritising technological and scientific innovation and adaptation.

Decentralised brands for NGOs and social causes.

Decentralised brands represent a significant shift in how organisations work together, which can profoundly impact NGOs and civil society in their efforts to address various social problems and causes. By embracing the principles of decentralisation, NGOs, and civil society, organisations can become more effective in finding creative solutions. Decentralised brands encourage a networked approach, where multiple stakeholders come together to solve problems. This can help NGOs and civil society groups to form partnerships with other organisations, local communities, and individuals, fostering a collaborative environment that facilitates the exchange of ideas, resources, and expertise.

Decentralisation promotes democratisation in decision-making and problem-solving, enabling NGOs and civil society organisations to harness collective wisdom for innovative solutions and opportunities. Local communities are empowered to address their unique needs and challenges by shifting from top-down to grassroots-driven initiatives. Adaptability and resource optimisation in decentralised organisations enhance responsiveness and efficiency, while inclusivity and diversity offer better understanding and engagement with complex social problems. Decentralised brands have the potential to transform NGOs and civil society organisations, fostering collaboration, transparency, empowerment, adaptability, and inclusivity for more sustainable and targeted solutions.

CONCLUSIONS

In summary, integrating blockchain technology into decentralised projects presents many opportunities for incentivising participation, fostering collaboration, and promoting sustained engagement. Projects can create an environment that encourages innovation and collective growth by incorporating strategies such as tokenisation, transparent reputation systems, and decentralised autonomous organisations.

Future projects can facilitate skill acquisition and personal development among community members through initiatives like gamification, open innovation challenges, and educational incentives. The abundance of potential ideas is not necessarily helpful in itself; the real challenge lies in synthesising these ideas into an approach that is easy to understand and strikes a balance between selfish and altruistic interests. Moreover, it should channel human tendencies such as greed, envy, or anger into socially beneficial actions and activities. While current social networks have managed to harness these emotions for private gain, it will be challenging to devise systems that redirect these emotions towards socially-beneficial causes.

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