

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