Chapter 6
Re–Innovative Organizational Design:
Sustainable Branding and Effective Communication – Applied Models in a World With New Borders/Without Borders

Dimitrina Petrova Stefanova
South-West University "Neofit Rilski", Blagoevgrad, Bulgaria

Valentin Penchev Vasilev
Higher School of Security and Economics, Plovdiv, Bulgaria

Ivan Petre Efremovski
International Slavic University, Sveti Nikole, North Macedonia

ABSTRACT

Dynamics and crises in the present are inextricably associated with company growth and change management in the context of today. In this way, the question of innovation in management processes has evolved, and we now focus on re-innovative organizational practices that expand on and improve tried-and-true methods. In such a situation, the function of sustainable branding is that effective communications are essential tools for adapting to the climate and chaotic characteristics. Additionally, the long-lasting and unexpected pandemic crisis, a technologically advanced and globally integrated society and economy, and the hybridity of change all have a significant impact on marketing procedures. Although the subject is broad, the research's primary focus is on creating a dialogic, motivated, and productive management style, with new internal communication channels playing a key role as a component of branding.

INTRODUCTION

Scientific study is structured using a series of both theoretical and empirical analysis, logical thinking, and model building. By reconsidering hierarchical structures in „networked" models based on collabo-

ration between two functional areas of the organization, the study advances its defense of the thesis.

In order to establish and sustain productive relationships and the viability of the employer brand, the authors' research aim was to give a model of the connection between "Human resource management" (HRM) and "Public relations" (PR). The central idea of the chapter is that, in the digital world, both inner and external perfection are closely linked and are driven by one another. The „human-centric" paradigm is oriented toward Society 5.0, a society that integrates the digital, physical, and social spheres. In this sense, Society 5.0 is viewed as a community that prioritizes people. Society 5.0 is described as „a human-centric society that combines economic development with solving social problems through a system that firmly combines cyberspace and physical space" by the Japanese cabinet, from which the idea of Society 5.0 originated. In order to promote a society where people lead various lives and seek happiness in their own special ways, digital technologies and data must be used. (Keidanren, Japan Business Federation, 2016).

The need for innovative two-way communications and relationships with citizens and businesses in the context of successful branding presented another of this model's old „enemies" to it. The new ways of collecting and sharing information are changing how people live, think, and operate in organizations. At all levels in society, demands and claims are increasing. Any organization's management must be ready for every possibility; in other words, we take a deep breath and prepare for the unexpected! Following Nasim Taleb's guide, a prepared mind did much better with the black swans of daily living. This calls for a reevaluation of a number of management models that were previously unquestioned, as well as the creation of fresh organizational beginning points, marketing strategies, and a clearer picture of management process efficiency.

Current dynamics and crises are closely linked to organizational growth and change management in a contemporary setting. Evolutionarily speaking, the problem of innovation in management processes has changed, and we are now focusing on re-innovative organizational practices that build on and strengthen tried-and-true methods. Effective communications are crucial tools for adapting to the environment's pressure situations in such a context, and sustainable branding plays an important part in this.

Additionally, the long-lasting and uncertain pandemic crisis, a technologically advanced and globally integrated society and economy, and the hybridity of change all have a significant impact on marketing procedures. Although the subject is broad, the research's primary focus is on creating a dialogic, motivated, and productive management style, with new internal communication channels playing a key role as a component of branding. The need for creative two-way communications and relationships with citizens and businesses in the context of successful branding presented this model of re-innovation with yet another old „enemy" of its own. The new ways of collecting and sharing information are changing how people live, think, and operate in organizations. At all levels in society, demands and claims are increasing. Any organization's management must be ready for every eventuality; in other words, we take a deep breath and plan for the unexpected! According to Nasim Taleb, a prepared mind can handle the black swans of daily living much better. This calls for a reevaluation of a number of management models that were previously unquestioned, as well as the creation of fresh organizational beginning points, marketing strategies, and a greater understanding of management process efficiency.

At the heart of the development is the author's idea that there is a significant connection between the trends to complicate marketing processes, especially strong in the current world, which we can define with the term "world with borders / without borders", because there are a number of characteristics associated with this trend, such as financial markets and flows, Internet of Things, smart technologies, chatbot and others. The authors pose the research question – what are the components of balance in these

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