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ORIGINAL ARTICLE

Strategic trademark management: a systematic literature review and prospects for future research

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Abstract

A e e e

Methodology

Sample selection

Table 1

		502	60	231	49
		22	6	0	0
		12	3	0	0
		19	0	4	0
		11	0	3	0
		4	1	0	0
		19	1	0	0
		7	1	1	1
		43	2	9	2
		4		35	71

Descriptive analysis

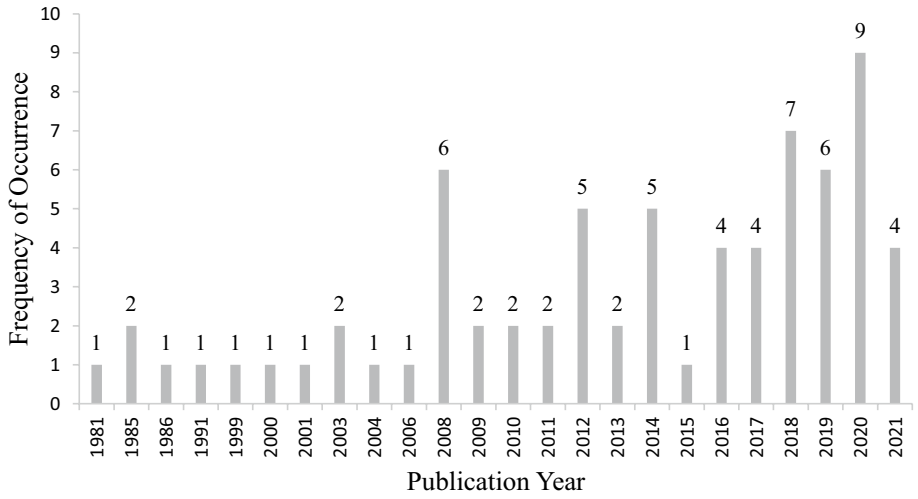
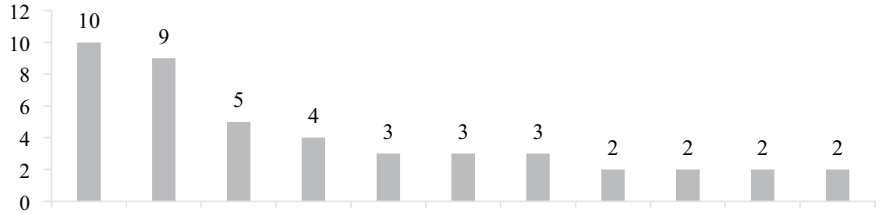


Fig. 1 [illegible]
Note: [illegible]

Fig. 2 [illegible]



[illegible] : 1981 2001, 2001 2011, 2011 2021 ([illegible] 1). A [illegible] 1980 , [illegible] 9.1% [illegible]). [illegible] 6 [illegible] 2008. [illegible] , 18 [illegible] 22.5% [illegible] 2001 2011, [illegible] 10 [illegible] 9 [illegible] 2020, [illegible] 66.2% [illegible] 37 [illegible] 11 [illegible] 63.4% [illegible] ([illegible] 2). [illegible] (14.1%; =10). [illegible] (12.7%; =9), [illegible] 2020 [illegible] (7%; =5), [illegible] (5.6%; =4), [illegible]

Table 2 A (e c) e e

A	e
c , .	7
C , C	6
, .	5
– e ,	4
, .; e ,	3
C e , .; e , A. .; – , A.; , C.; e e , . A.; , .; .; e , .; ,	2

e e c e c e e e e c , c e e e e c , C , – e e e e e e e e c e e e e e e e e

(2012)

Trademark activity domains

(2012).

Rights acquisition and maintenance

1988). 2018).

Licensing

1985). 2015). 2020). 1986; 1995).

Litigation

2018). 2012).

Trademark strategy

4.1),

Table 3

Strategy				

Proprietary strategy

Offensive strategy

Defensive strategy

Leveraging strategy

Table 4 [illegible]

[illegible]	[illegible]
Strategic management	
[illegible]	[illegible] 2014 , 2014 ; C [illegible] C [illegible] 2008; [illegible] 2020 [illegible] 2018; 2020; [illegible] 1988; [illegible] 2020 2013; [illegible] 2017; [illegible] 2006; [illegible] 2011; [illegible] 2008; [illegible] , 2021
[illegible]	[illegible] 2019; [illegible] 2014 , [illegible] 2019; [illegible] 2020; [illegible] 2014 ; C [illegible] 2020; C [illegible] 1985; [illegible] 2019 [illegible] 2018; [illegible] 2019; [illegible] 2014, 2019; [illegible] 2012; [illegible] 2017; [illegible] 2017; [illegible] ., 2004; [illegible] , 2009; [illegible] 2011; [illegible] 2009
[illegible]	[illegible] 2014 ; [illegible] 2020 2019; [illegible] 2021; [illegible] 1994; [illegible] 2009; [illegible] 1992
C [illegible]	A [illegible] 2008; [illegible] 2012 2014, 2019; [illegible] 2006; [illegible] 2020; [illegible] 1994; [illegible] 2011; [illegible] 2020; [illegible] 2016
[illegible]	[illegible] 2014; [illegible] , 2009 [illegible] 2020

[illegible] 2018). [illegible] 2016).

Strategic trademark management

[illegible] 4 [illegible]

Signal and information disclosure

A [illegible] (C [illegible] 2020). [illegible] A [illegible] 2016). [illegible] 1988; [illegible] 2020), [illegible] 2011; [illegible] 2013). [illegible] 2006; [illegible] 2014). [illegible] (C [illegible] 2008) [illegible]

Trademark as an indicator of brand, innovation, and market strategy

Relationship management between trademarks

1992).

(2021).

(2019).

Complementary use of trademarks and other IP rights

(2016; 2020).

(2011; 2014, 2019).

(2004).

(2020).

2006).

(2008)

(2008).

Trademark life-cycle management

(2009).

(2014)

(2014).

(2020)

Antecedents and outcomes of trademark strategy and management

Antecedents to trademark strategy and management

Macrolevel factors

Meso-level factors

Microlevel factors

Performance of trademark strategy and management

Increase the enterprise's chances of survival

Enhance the market value of the enterprise

Enhancing enterprise profitability

Increase enterprise productivity

Future research opportunities

[2] Acc

From the trademark activity domains

From the trademark strategy

From strategic trademark management

From the enterprise performance of trademark management

Conclusion

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Declarations

Conflict of interest

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