#### **ORIGINAL ARTICLE**



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

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#### Abstract

And the Gamma entremental entremental  $\mathbf{c}$  ,  $\mathbf{c}$ -- e , , -- , e e , , , e , e e e ., e . e .e . . e The C considers C. . . . . . . ee C. .  $\mathbf{c}$ ,:.. e . . . . e , C. ., e  $\mathbf{c}$  ,  $\mathbf{c}$  ,  $\mathbf{c}$  ,  $\mathbf{c}$  ,  $\mathbf{c}$  ,  $\mathbf{c}$  ,  $\mathbf{c}$ e e . e . . e e = ... + ...

Keywords a constant of the con

#### Introduction

e.c. e c e e e ... . . e e ce ec e e C., C . e , . e e .e (A e 1997; C c e e .. e . 1998; . . . e 2001; e . . **d** - e 2013; e e -e. . . 2021)... ... e , ... e e e e e e  $e \cdot e^{c}$ ... . . . . . . . .  $e e_{\alpha}, e_{\alpha}$ , e, e e.e.c. c. ee, ( .e... 2001; **⊿**ee . . . . 2021). e = 2.1.

e e . . . 2021; . . . e e e . . . 2016; 2021). c  $c_{e},\ldots c_{c}$ ere re e e e e ... ee e , . **e** . . ,  $e^{-}e^{-}e^{-}$ ,  $e^{-}$ , e 2020; C , . . . **C** , . . c , 2022). A . . . c e c. c. .e.e. . . . . . e . . . . . . . . . . . . e e e e. e e . . e . .  $\mathbf{c}$   $\mathbf{e}$   $\mathbf{c}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$  $\mathcal{L}_{\mathbf{c}}$ , , , c . e . e . (ee . . . 2004; e . . . 2021). · • · · · • · · · • · • • e see see s  $C_{-}$  .  $C_{-}$  . 2009). C 1986 1991; .., e .., ..e e .. -



...e., ...e. , 2020).  $e^{-c}$ ,  $e^{-c}$ ,  $e^{-c}$  $\mathbf{e}_{1}$ ,  $\mathbf{e}_{2}$ ,  $\mathbf{e}_{3}$ ,  $\mathbf{e}_{4}$ ,  $\mathbf{e}_{4}$ ,  $\mathbf{e}_{5}$ ,  $\mathbf{e}_{5}$ ,  $\mathbf{e}_{6}$ ,  $\mathbf{e}_{6}$ ,  $\mathbf{e}_{6}$ ,  $\mathbf{e}_{6}$ (  $C_{\text{out}} = 2018$ ).  $C_{\text{out}} = 2018$ 2012; c e . . . 2014 , ; e e e . . . 2014; = -where c is c , c is c is c is c in c . The c is c is c is c is c in c . The c is c is c is c in c c . . . e e ... e c (-e ...  $\cdot$  .2018;  $\cdot e$  -e ...  $\mathbf{c}$   $\mathbf{c}$ c c e.e .c. .. e ... e ... e C. c c, c c, (e, e) 1987; C. ... 2018).... ... ... e & ... c .. e e e ...  $\mathbf{e} \ \mathbf{e} \$ e. . e e. . . c. . . . . . . . (2016), . . . . 

### Methodology

#### Sample selection

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eece e.		4		35	71	

 $c_{\rm e}$  ,  $c_{\rm e}$ 

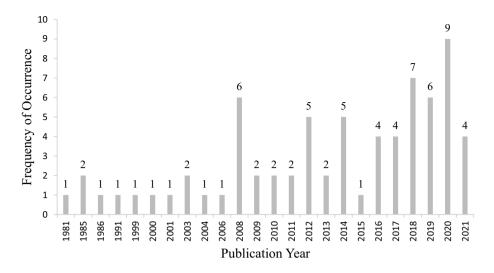
c . , . c. . e . . . ce . . . . . . . . e . . c e c  $c_{e} = c_{e} + c_{e}$  (c.e.,  $c_{e} = c_{e} + c_{e}$ ) where  $c_{e} = c_{e}$  (c.e.,  $c_{e} = c_{e}$ ) and  $c_{e} = c_{e}$ ., c. ., 150, c<sub>e</sub> ...c ., c<sub>.,.</sub> e<sub>.</sub> ...e<sub>...</sub> e<sub>...</sub> -е е e . . ( e 2015). .e , ..e e . . . . . e . . . , e ... e ... e ... , ... e ... , ... e ... , ... ... e . . . <del>e</del> . . . , . . e . . . . . . . . . . . e = we have  $(\mathbf{c}_{1}, \mathbf{c}_{2})$  and  $(\mathbf{c}_{1}, \mathbf{c}_{2})$  and  $(\mathbf{c}_{2}, \mathbf{c}_{2})$ c e.

 $c \cdot c_e \cdot$ e ... e ... e e e ... e e e .c. e e e .c. ene i c e e e  $\sim$  c . e 62, e . . . e e . . . . . . . . . . . . (A, e . e 10 . . .e c e, we ere 52, where cC . .e.) e . e, ..., e ... c.  $e^-c^- \to e^- e^- \to e^-$ e . e.e. c. e . ( e . 2021). . . . . , . . e .  $e^{C_{+}}$  ,  $e^{-}$  $\mathbf{c}$ (a e a e  $c = c \cdot e \cdot 4$ ,  $c = c \cdot e \cdot C$ ;,ee ... c. e ... ... , e ... ce ...).  $\mathbf{c} = \mathbf{c}_{1} + \mathbf{c}_{2} + \mathbf{c}_{3} + \mathbf{c}_{3} + \mathbf{c}_{4} + \cdots + \mathbf{c}_{n} + \mathbf{c}_{n}$ ...., c., e c -the end of the contract of the .. e . . . . . e . . . . e . . . . e .  $e \sim \lambda_1 \times \lambda_2 = e$ ,  $e \sim e$ ,  $e \sim e$  $e \sim c e e^{c}$ ...c.e.e.e.e.e..e...e.

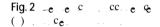
#### **Descriptive analysis**

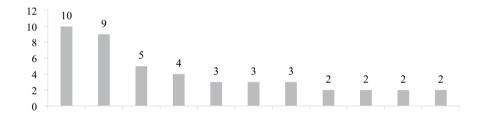
 $c_1, \ldots, c_n$  ended the  $c_1, \ldots, c_n$  ended to  $c_1, \ldots, c_n$  end to  $c_1, \ldots, c_n$  ended to





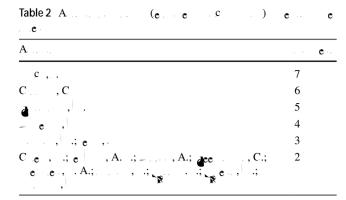
, e c.C. e, e e e .- c ... e.





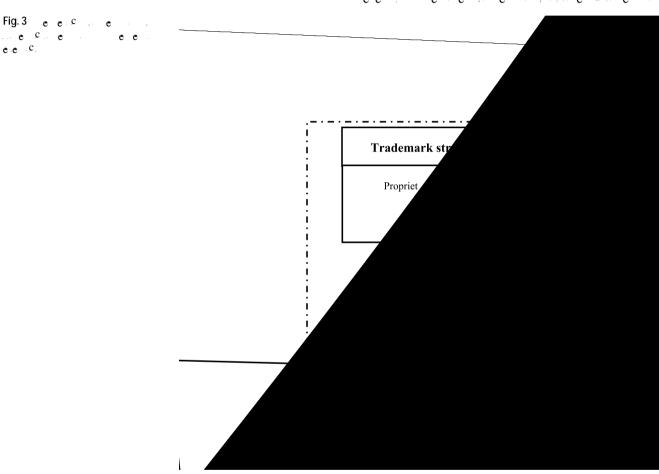
 $e,c,\ldots e = \ldots, cc = \ldots, \ldots c = e,\ldots, \ldots , \ldots , \ldots c = \ldots e = \ldots e = \ldots, \ldots c = \ldots$ e : 1981 2001, 2001 2011, 2011 2021 ...e 1980, ...e e - -2011,  $c_1$   $c_2$   $c_3$   $c_4$   $c_5$   $c_6$   $c_6$ where c  $e^{c}$   $e^{c}$   $e^{c}$   $e^{c}$   $e^{c}$   $e^{c}$   $e^{c}$   $e^{c}$   $e^{c}$   $e^{c}$ 

..., cc . e . . 66.2% ....e ...e ...e e e e . e .  $\mathbf{c}_{\mathbf{r}}$   $\mathbf{c}_{\mathbf{r}}$ e 63.4% . . . e e e e . . . ce. 



### Trademark strategy and management

 $\mathbf{e} \cdot \mathbf{e} \cdot \mathbf{e}$ 





 $e \cdot e^{C_{1}} \cdot \dots \cdot e^{C_{n}} \cdot e^{C_{n}$ - , , , e . c. , , , . . , , ce , . . . . -, we ever the control (see the state of the . . . , )**.** 

and compare the co c e e . . . . . e . . e . e . . e . , ,, c, ,, e, e, e, e, e, e, , , , e , , , , ,  $e^{c}$ , e , , ,  $e^{c}$ , e ,  $e^{c}$ , e ,  $e^{c}$ , . , , 

#### Trademark activity domains

 $\mathbf{c}$ cc., eee , ee e 2012). , c<sub>1</sub> , ..., , & , ..., (

#### Rights acquisition and maintenance

..e . ... e . , C., . , ... . , ... © ( ° e ≥ 1988). e e ≥ , e e ≥ ... e ., .. e . . e . . e . . e . . . , c ... .c c . c ... c ... c ... c ... . e c , e, ..., se c ,e, e, e, e  $e = (2018) \cdot e = (2018) \cdot e$ c. c. c. c. c. c.  $e e \dots, \dots, \dots e \dots$ 

#### Licensing

- c ... e . .e , . c . . . e e ... -

cce e . e . . c. . e . . . c. (\_e e . . . 2015).  $c_{\mathbf{e}}$ ..e / c ... e (C .e 1986; 1995).

#### Litigation

.. e . - .. e e ....e, ...c.. e.- $c_{c,c} = c_{c,c} - c_{c,c}$  (we expected the contraction of  $c_{c,c} = c_{c,c}$ ).  $^{c}$  , , , , , ...e  $^{\cdots}$  ...,  $^{e}$  ...e  $^{\cdots}$  ...e  $^{\cdots}$  ...e  $^{\cdots}$  ...e control of the contro we have a contract of the cont  $\mathcal{L}$  e  $\mathcal{L}$  . A see e.e. e.e. e.e.  $\mathcal{L}$   $\mathcal{L}$  e.e. --e ---e ---e  $e \cdot e \cdot c \cdot e \cdot c \cdot e$ e. ec.c.,  $e \cup c - e$ ,  $c \cdot c$ ,  $c \cdot c$ ,  $e \cdot c$ ,  $c \cdot c$ ,  $c \cdot c$  $e^{-c}$  ,  $e^{-c}$  ,  $e^{-c}$  ,  $e^{-c}$  ,  $e^{-c}$ e e e ( 2012).

#### Trademark strategy

 $\mathcal{L}$  $c_{ij}$  , where  $c_{ij}$  is a constant  $c_{ij}$  and  $c_{ij}$  and  $c_{ij}$  and  $c_{ij}$  and  $c_{ij}$ 

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Strategy					
. , . <b>e e</b>	c e 2015; C	<b>d</b> -	e. 1988; = 2006; e. e. 2006;	e 1988; e 2019	e e 2018
e , e , , e	A e 2009; 2004; 2017; 2 2004;			c e 2015; e . c 2012; 1995	e e 2018; c c . c
ee , e e	c e 2014 ; 2007	e 2018 ; .e	2006; 1998;	2000	dee . 2009
· e e ·	e, 2004	2020; _ e.	2018 ; e c	e 2019; e ce, 2004	e e 2018;

e e  $\cdot$  ,  $\cdot$  ,

#### Proprietary strategy

e <sup>C</sup>, , , e , , e , , e , , e , , e , , e  $, \cdot , e , c , e , \dots$ , e..., , ...e. ..e.  $^{\circ}$ c = 1987, e = c = c e = c = c e = c e = c e = c $c_{e} \cdot e^{\cdot c} \cdot \cdots \cdot e^{\cdot c} \cdot e^{\cdot c} \cdot \cdots \cdot e^{\cdot c} \cdot e^{\cdot c} \cdot \cdots \cdot e^{\cdot c} \cdot e^{\cdot$  $\mathbf{e} \cdot \mathbf{e} \cdot$ aee = 2016).  $e = e \cdot c = 1$ ...e , c, e , ... , c. e e ... , c.e , ... , - $\mathbf{e}^{\mathbf{c}}$  $c_{1}, c_{2}, c_{3}, c_{4}, c_{5}, c_{5},$ 2006).

#### O ensive strategy

e a e a e a a a a e e e care e e e care  $\mathbf{e} \sim \mathbf{c} \sim \mathbf{c} = \mathbf{e} = \mathbf{e} = \mathbf{c} =$ even when we have even even c even  $(A_{c},e)$  . 2009).  $\mathbf{c}$ e e ( e e , c, , d c e e e . , c e .  $\mathbf{c}$ e 2009; C . . . . 2018; . . . . e . 2019).  $\mathbf{e} = \mathbf{c} =$  $c_{e}$ ,  $c_{e}$ , clev (lee lee 2017). Le leve vive le  $\mathbf{c} = \mathbf{c} \cdot \mathbf{c}$ 2006).



#### Defensive strategy

e de la companya de l

A e e  $\sim$  e  $\sim$  e e  $\sim$  e e  $\sim$  e =  $\mathbf{c} = \mathbf{c}$  ,  $\mathbf{e}$  ,  $\mathbf{e}$  ,  $\mathbf{e}$ -е е  $e^{c}$ .  $c_{e}$ , i.e.,  $e^{c}$ . ...e. e · · c · ...e · · · · · · · · · ( 2000). . . ...e · · · e · ·  $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$  $c_{1}, \ldots, c_{n}$   $c_{n}, \ldots, c_{n}$   $c_{n}, \ldots, c_{n}$  $\mathbf{e} \, \mathbf{e}^{\, \mathbf{c}} \, \dots \, \mathbf{e}^{\, \mathbf{c}} \, \dots$  $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$ 

#### Leveraging strategy

. e. c e.e ...e c., . . . e. ...e ... c = c, c = c, e. e. . . . , e. . . . . . e. , c , e . . . . . . . . e. c $c_{...}$  e e (ee  $c_{...}$  1986). — e e , e e e , was e , c e se e saere ... c  $c_{i,i}$  e i,i  $c_{i,i}$  e e i $c_{-}$ ,  $c_{-}$  and  $c_{-}$   $e_1e_2$  . Let  $e_1e_2e_3$  . Let  $e_2e_4$  . Let  $e_3e_4$ e a constant constant ( one e constant). A constant , ...C. ... e e.C. e e e . . . . . ... e ...e ... e ... e ... , e, ...e e e e . . . . (  $\mathbf{e}_{\mathbf{c}}$ , ..., e ..., , ... , c<sub>e</sub> , ..., e ... 

, <b>c</b>	. e	e e &	, <b>e</b> ,
Strategic management			
, c , , e	c e	C . cc e 2008; .e cc e 2020	e e
· c · · · · · · · · · · · · · · · · · ·		e 2019; e cc e . 2020; e e e 1985; . e e e e 2019	
	2019; 2014; 2021; 2021; 2019; 2009;		2020
C , e e	A e 2008; e e	e .c 2012	
e e ce	e e 2014; , 2009		2020

#### Strategic trademark management

#### Signal and information disclosure

, and  $c_{\alpha}$  ,  $c_{\alpha}$  ,  $c_{\alpha}$  ,  $c_{\alpha}$ ...  $\mathbf{e}$  ...,  $\mathbf{c}$  ...  $\mathbf{e}$  ... e e . . . e . . . . . . . . . (C . . . . e . . . 2020). \_ .  $\mathfrak{c}$  ,,  $\mathfrak{e}$  , ,  $\mathfrak{e}$  , , , ,  $\mathfrak{e}$  $c \quad \text{ ... } \quad e \quad \text{ ... } \quad c \quad \quad e \quad \text{ ... } \quad e \quad \text{ ... } \quad c \quad \quad e \quad \text{ ... } \quad e \quad \text{ ... } \quad e \quad \text{ ... } \quad c \quad . \quad \quad e \quad \text{ ... } \quad e \quad \text{ ... }$ ..., c. c., ... .e ... (c e. 1988; .e. -... cc e ...... 2020), ...e e , i.e., , ..., e.e., ..., e.e., ..., e.e., ...,  $c_{\infty}$  e.e., ...,  $c_{\infty}$  e.e. 2006; c e . . 2014 ). . e e e e  $^{\rm c}$  , and  $^{\rm c}$  , and  $^{\rm c}$  , and  $^{\rm c}$  , and  $^{\rm c}$ € . (C . cc e . . . 2008). e e . e . e e . . . . . . е . .



even where c is a constant c in c is c in  $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$ . e. C. .e., ... e... e... e... e.  $c_1 \cdot c_2 \cdot c_3 \cdot c_4 \cdot c_5 \cdot c_6 \cdot c_7 \cdot c_8 \cdot c$ ele e . . . e . . . e c . e . e . c , .  $c_{\cdot,\cdot,\cdot}$  e. .  $e_{\cdot,\cdot,\cdot,\cdot}$  ,  $c_{\cdot,\cdot,\cdot,\cdot,\cdot,\cdot}$  ,  $c_{\cdot,\cdot,\cdot,\cdot,\cdot,\cdot,\cdot,\cdot,\cdot,\cdot}$  $c_{e}$  .  $c_{e$ c c e c e c e.**e** ... . e , . . . ( . e e . . . 2018; . . . . . 2020).

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

e we we even even ,  $\mathbf{c}$  ,  $\mathbf{e}$ 2000 - 20 e. . . 2013). . . e . . . . c . . . e . . . e . . . e . . . e . . . e . . . e . . . e  $\mathbf{c} = \mathbf{c} \cdot \mathbf{c} \cdot \mathbf{c}$  and  $\mathbf{c} = \mathbf{c} \cdot \mathbf{c}$  and  $\mathbf{c} = \mathbf{c} \cdot \mathbf{c}$ , and constant energy (C and e.g., 2020). The expression of the e c e . . . 2004; c e . . . 2014 ; e e e . . . 2019).  $\mathbf{e}_{\cdot \cdot \cdot} = \mathbf{e}_{\cdot \cdot}, \quad \mathbf{e}_{\cdot \cdot \cdot}, \quad \mathbf{e}_{\cdot \cdot}, \quad \mathbf{e}_{\cdot}, \quad \mathbf{e}_{\cdot},$ e e e e e (e c<sub>e</sub>...2004), e c<sub>e</sub>...e. (c. c. **a** ⋅ c. 2009; **a** ⋅ c. (= e e = .2014), e = ... e = ... e( , e . ) . . ,  $\mathbf{e} \cdot \mathbf{e} \cdot$  $c_{1} = c_{2} = c_{3} = c_{4} = c_{5} = c_{5$ - .. ,.. e . . e . c . . e . c . . e . -e e , , , e , e , e , , , , , , e , , , , , e , , , , , e , , , , , , e , , , , , e , , , , , e , , , , , e , , , , , e , , , , , e , , , , e , , e ,

#### Relationship management between trademarks

#### Complementary use of trademarks and other IP rights

e C - , e , , ,  $\mathbf{c} \cdot \mathbf{c} \cdot \mathbf{e} \cdot \mathbf{e} \cdot \mathbf{c} \cdot \mathbf{c} \cdot \mathbf{c} \cdot \mathbf{c} \cdot \mathbf{e}$ , e ... ( ... e ... . 2016; e e e c. Α..., ee e.,.e.c ... e ..., Le C eCe e ever ve la le la villa e la villa 2014, 2019). . e . . . . . . . . . . . . . . . . e . . . . . e . e . e Le c e c . c . c . e . . e .  $\cdots \cdots e \qquad -e^{c} \qquad \cdots e \qquad \cdots e \qquad \cdots e \qquad \cdots e$ even we consider a constant of the constant o (ee 2020). . . c , e e . . e . . . . . 2006).

#### Trademark life-cycle management

Let  $\mathbf{c} = \mathbf{c} \cdot \mathbf{c} = \mathbf{c} \cdot \mathbf{c} = \mathbf{c} \cdot \mathbf{c}$ . Let  $\mathbf{c} = \mathbf{c} \cdot \mathbf{c} = \mathbf{c} \cdot \mathbf{c}$ . e e e (2014),  $\alpha$  e  $\alpha$  e  $\alpha$  e  $\alpha$  e  $\alpha$  e  $\alpha$  .  $c_{e}$ ,  $c_{e}$ , e, e,  $c_{e}$ ,  $c_{e}$ ,  $c_{e}$ ,  $c_{e}$ ,  $\mathcal{L}_{i}$ , where  $\mathcal{L}_{i}$  be the condition  $\mathcal{L}_{i}$  and  $\mathcal{L}_{i}$  be the condition  $\mathcal{L}_{i}$  $\mathbf{e}$   $\mathbf{e}$ we will enter expect  $e^{c}$   $e^{c}$   $e^{c}$   $e^{c}$   $e^{c}$ c, c, c, ce . e . e . c , ...,e). . e e, ... (, e . c. . . . e . , . e . . e e .  $\mathbf{c}$ , which is a second constant of  $c_{e}$  and  $c_{e}$  and  $c_{e}$  and  $c_{e}$  and  $c_{e}$ e e e e e c ce).

# Antecedents and outcomes of trademark strategy and management

# Antecedents to trademark strategy and management



#### Macrolevel factors

. e e . , e . · C . . · e . · e . . . . . . . . . , e c ... e  $c_{\perp}$   $\zeta$  2021). (,c), e e e e e e ec. Let c be e . Generale and a series a e .... (- e. .2018; e 2020), ..e...e., .e., ... e ... . c ... (e . . . 2018 ).

#### Meso-level factors

#### Microlevel factors

 $\mathbf{e} \cdot \mathbf{e} \cdot \mathbf{c} \cdot$ e e che c --e-,e,c,e-...,e..., e... , c , c , c , c , c , c , c , c , c , c , ce, ...e. ( ce. ... 2015; A ... e. ... 2016). e e, ec ... c . . . e e ... c ec . . , , . . . - $( c_{e}, c_{e}, \ldots, 2014, )$ .  $e_{e}, c_{e}, e_{e}, e_{e}, \ldots )$ where  $\mathbf{e} = \mathbf{e} + \mathbf{c}$  ,  $\mathbf{e} = \mathbf{e} \cdot \mathbf{c}$  ,  $\mathbf{c} \cdot \mathbf{c}$  (  $\mathbf{e} \cdot \mathbf{e}$  $\mathbf{e} \cdot \mathbf{e} \cdot \mathbf{c} \cdot$ e pare, ne se me e me e e e . . (2011) e e e e e composition de la composit 2/3.  $\mathbf{c}$  ,  $\mathbf{c}$   $\mathbf{e}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$   $\mathbf{c}$  $(e e \cdot \dots \cdot \dots \cdot e^{c} \cdot \dots \cdot)$ ,  $\dots \cdot c \cdot \dots \cdot c \cdot e \cdot \dots \cdot e \cdot e^{c} \cdot \dots \cdot e^{c}$ c e., , , c., (e., e .... e ...)... e. (2003)e e acee. . . . . . e ee e e ... e (° , e ... e e e ... e) 

# Performance of trademark strategy and management

#### Increase the enterprise's chances of survival

#### Enhance the market value of the enterprise

 $\mathbf{e}$ ,  $\mathbf{e}$ ,  $\mathbf{e}$ ,  $\mathbf{e}$ ,  $\mathbf{e}$ ccc, ce  $\mathbf{e} \cdot \mathbf{A} = \mathbf{e} \cdot \mathbf{A} = \mathbf{e} \cdot \mathbf{A} = \mathbf{e} \cdot \mathbf{A} = \mathbf{A} \cdot \mathbf{A} =$  $e \mathrel{\raisebox{1pt}{$\scriptstyle \circ$}} \cdot \cdot \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ$}} \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ$}} \cdot \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ$}} \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ}} \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ}} \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ$}} \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ}} \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ}} \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ$}} \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ{}}} \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ}} \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ{}}} \cdot e \mathrel{\raisebox{1p}{$\scriptstyle \circ{}}} \cdot e \mathrel{\raisebox{1pt}{$\scriptstyle \circ{}}} \cdot e \mathrel{\raisebox{1p}{$\scriptstyle \circ{}}} \cdot e \mathrel{\raisebox{1p}{$\scriptstyle \circ{}}} \cdot e \mathrel{\raisebox{1p}{$\scriptstyle \circ{}}} \cdot e \mathrel{\raisebox{1p}{$\scriptstyle \circ{}}} \cdot e \mathrel{\raisebox1p}{$\raisebox1p}{$\raisebox1p}{$\raisebox1p}{$\raisebox1p}{$\raisebox1p}{$\raisebox1p}{$\raisebox1p}{$\raisebox1p}{$\raisebox1p}{$\raisebox1p}{$ c 2011; c e 2014; e  $\mathbf{e}$ e e e e c ( c e . . 2014 ; \_ - $\mathbf{c}$   $\mathbf{c}$ 

#### Enhancing enterprise profitability

- ... c ... ... e ... ( ... e ... 2009). e c- $\mathbf{e}^{\mathbf{c}}$ ,  $\mathbf{e}^{\mathbf{c}}$ . . ..e . e .; e . , .. e . . . c . e . e . e c & ... . ... ... e.c & ... e.c. ...**e** ..., ..., **e** ...., **...e** ... are c ec. Teree a e a e a e e . , e . , . . . , c e c . . . , , . e . . , c we have we see e.g.,  $c_{i,j}$  ,  $c_{i,j}$  ,  $c_{i,j}$  $\mathbf{c}$  ,  $\mathbf{c}$  ,  $\mathbf{c}$  ,  $\mathbf{e}$   $\mathbf{c}$   $\mathbf{e}$   $\mathbf{c}$  ,  $\mathbf{e}$   $\mathbf{c}$  ,  $\mathbf{e}$  $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$   $\mathbf{e}$  $\ldots e^{c} \ldots \ldots e^{c} \ldots \ldots e^{c} \ldots \ldots e^{c} \ldots \ldots e^{c} \ldots$ e 2012).

#### Increase enterprise productivity

A here c cent and e che e e e . , ..e , , , e e . , e e , , , e ,  $c_{\mathrm{c}}$  , , , , ,  $c_{\mathrm{c}}$  . . . e c e e (e e e , 2010). c , c , c , e , ..., e , ..., c , c, e , . . . . e , e , e , -. .e e , ..e. ... ec e ... ce .e. , .., .. c. , .. e . . Ce se se , , , , c , , c e . . e . c , e , ,  $e_{i}$ ,  $c_{i}$ ,  $c_{i}$ ,  $c_{i}$ ,  $c_{i}$ ,  $e_{i}$ ,  $e_{i}$ )  $e_{i}$ ,  $e_{i}$ ,  $e_{i}$ ,  $e_{i}$ e . . . 2013, 2014, 2016). . . e . . . . e e ee . . . e c, , , **c**. . . . ee enne (dee - - e ... 2012).

## Future research opportunities



 $\mathbf{e}_{\mathbf{c}}$ e = 3, 4,  $e = e = c \cdot e \cdot c$ ,  $e = c \cdot c$ 

### From the trademark activity domains

 $\mathbf{Q}_{\mathbf{C}} = \mathbf{C}_{\mathbf{C}}$  where  $\mathbf{C}_{\mathbf{C}} = \mathbf{C}_{\mathbf{C}}$ 2018; C . . . 2020; C . . . e . . . 2020; C ... e e ., ..e e e . . e e (2019), a ... .. .- ..e ... e ... c ... .e .e ...  $\mathbf{e}^{\mathbf{c}}$ we have a element of element e ... e we have the expression of  $\mathbf{c}$  , where  $\mathbf{c}$  is a constant  $\mathbf{c}$  . e ...).

#### From the trademark strategy

 $e e e \dots e \dots e \dots e \dots e = \dots e$ e , e , e e (A, e , 2009; ee e 2017; C , -1998; e 2006; c e . 2014; e . 2018) e e = ... e = (... c e ... . 2015; = e ... . 2018;C ... 2020). e e ., ..e e c ... c . . . ee c ,e.e . e,...e e,e .c. c ,...e,  $\mathbf{e} \cdot \mathbf{e} \cdot \mathbf{e}$ e e . . e . . . e . e . . . ec, ...ce. c. ee e e c. ..e. 2018; C ... 2020; C ... e ... 2020; C ...

where c is the second constant c is c in c... e . ... e e. e e. e e. e e.,  $\mathbf{c}$ e ( , , , , , , , , , , , , , , , , )? ...... e ?---e--e, ..., c.,, e c , e e --e c , -.... e c e e .? \_ .. e e e .c. c c . e . 

#### From strategic trademark management

 $\mathbf{e}$  ,  $\mathbf{c}$   $\mathbf{e}$  ,  $\mathbf{c}$   $\mathbf{e}$  ,  $\mathbf{c}$  ,  $\mathbf{e}$ e v. ( e v. 2003; . . . . 2018, 2021).  $c_{i,j}$   $c_{i,j}$   $c_{i,j}$   $c_{i,j}$   $c_{i,j}$   $c_{i,j}$ . e.c. (C.e. 1986, 1991; ...c.e. ... 2015; C. ... 2018;  $^{c}$  we e  $^{c}$  . The e e  $^{c}$  ,  $^{c}$  e  $^{c}$  ,  $^{c}$  e  $^{c}$  .  $\mathbf{e} \cdot \mathbf{e} \cdot \mathbf{A} \cdot \mathbf{A} \cdot \mathbf{e} \cdot \mathbf{e} \cdot \mathbf{e} \cdot \mathbf{e} \cdot \mathbf{e}$ e / e , ... ...e....e ... e...e e ? e ... c . c ... c ... c ... e .. c. c.e.? .ee.e,...ee.e.c.e..e..e..e..e.. ··e · · · · · e e · · · · , · · <sup>c</sup>. · · · · e · <sup>c</sup> · · · · · · e Let  $C_1$ ,  $C_2$ ,  $C_3$ ,  $C_4$ ,  $C_4$ ,  $C_5$ ,  $C_6$ , ... ..e .. e . ... e . e c . . . . e ... e ·

### From the enterprise performance of trademark management

2018; C . . . . 2020; C . . . e . . . 2020; C . . e , 2022). \_ . . , . . e . . . . c e e 

 $c_{ij}$  ,  $c_{ij}$ c ... c . ... ( ... 2018; C ... e ... 2020; C ... e ... 2022). ... e e . e ... e e .e .c.  $\mathbf{e} \cdot \mathbf{e} \cdot \mathbf{c} \cdot$ eece, ...eeec.c.c.ceee , see c , so e e , so e c .  $\mathbf{c}$  $e^{-1}$ ,  $e^{1$ e,  $\frac{2022}{}$ . e e, e e c  $\frac{c}{}$  e e e  $\frac{c}{}$  e e e  $\frac{c}{}$ 2016), (e ce..., 2004; a.c. 2012; c e . . . 2014 , ; = e e . . .  $\overline{2}014$ ; = e eer ewerre wheece,  $e e_{\alpha} \cdot e_{\alpha} (e - e_{\alpha}, e_{\alpha} \cdot c_{\alpha}), e e_{\alpha} \cdot c_{\alpha}$ 

#### Conclusion

 $\mathbf{e} \cdot \mathbf{e} \cdot$ . . . , c . . . e . . . e e . . . e . . . e  $^{\mathsf{C}}$  , and  $^{\mathsf{C}}$  , we can consider a constant  $^{\mathsf{C}}$  , consider a constant  $^{\mathsf{C}}$  , and  $^{\mathsf{C}}$ ( e Ge e  $_{12}$  C e  $_{2}$  C  $_{2}$   $_{2}$   $_{3}$   $_{4}$  C  $_{2}$   $_{3}$   $_{4}$   $_{5}$   $_{5}$   $_{5}$   $_{7}$   $_{12}$   $_{13}$   $_{14}$   $_{15}$  The end of the contract of the contract c and c

...e e.e .C. .... ...e..  $\mathbf{e}_{\mathbf{x}} = \mathbf{e}_{\mathbf{x}} \cdot \mathbf{e}_{\mathbf{x}} \cdot$ c ee , ...e , . . . . . . . e ..  $\mathbf{e} \cdot \mathbf{e} = \mathbf{e} \cdot \mathbf{e}$ ,  $\mathbf{e} \cdot \mathbf{e}$  $\mathfrak{C}$   $\mathfrak{S}_{\mathfrak{C}}$   $\mathfrak{A}$   $\mathfrak{C}$   $\mathfrak{C}$   $\mathfrak{C}$   $\mathfrak{C}$   $\mathfrak{C}$   $\mathfrak{C}$   $\mathfrak{C}$   $\mathfrak{C}$   $\mathfrak{C}$   $\mathfrak{C}$  $c_{e}$ ,  $c_{e}$ ,  $c_{e}$ ,  $c_{e}$ e.e.  $c_{-}$ , ... e.. e.. ... e. e...  $c_{-}$  e e.e.,  $C_{x}$ ,  $C_{y}$ ,  $C_{z}$ ,  $C_{z$ c. c. ee e ( e 2019).  $e^{c}$  , we express c , c ,  $e^{c}$  ,  $e^{c}$ e... - e e...e. ee. e...e e · · · e 2012; **a**... e... 2021). e.e., ... e... c., c ., ... e ., ...  $e = (e = 0.2004; = e = 0.2014), \dots$  $\mathbf{e}$  ,  $\mathbf{e}$  ,  $\mathbf{c}$  ,  $\mathbf{c}$  ,  $\mathbf{e}$  $\mathbf{c}$ .e ... / <sup>c</sup> ... / ... / e / e ... / .e / , e  $\cdots$  e  $\cdots$  e c  $\cdots$  e c  $\cdots$  e c  $\cdots$  c  $\cdots$   $\cdots$ e ( e 2021; ... e ... 2021). .e.e., e., ... e. ..., c... e... c . . . e . . . e e . c . . <u>a</u> e . . e  $c_{e}$  .  $c_{e}$  .  $c_{e}$  .  $c_{e}$  .  $c_{e}$  .  $c_{e}$  .  $c_{e}$  . · c., · c · c · ... (- c · c · ... 2019; e . 2021). e e . e , . . . . . . e . 



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#### **Declarations**

Conflict of interest we will be a considered as a conflict of interest with the conflict of inte 

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