

OPEN ACCESS

Citation: Suardi, W., Nurmandi, A., Mutiarin, D., Purnomo, E. P., Pribadi, U., Purwaningsih, T., Misran, Zulkifli, Z., & Yunus, M. (2023). A Historical Review for City Branding: Hyper Competition, Challenges, and Improvement Opportunities. *Jurnal Bina Praja*, 15(1), 85–99. <https://doi.org/10.21787/jbp.15.2023.85-99>

Received: 5 March 2023

Accepted: 17 April 2023

Published: April 2023

© The Author(s)



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

ARTICLE

A Historical Review for City Branding

Hyper Competition, Challenges, and Improvement Opportunities

Wahdania Suardi ¹, Achmad Nurmandi ², Dyah Mutiarin ³, Eko Priyo Purnomo ⁴, Ulung Pribadi ⁵, Titin Purwaningsih ⁶, Misran ⁷, Zarina Zulkifli ⁸, Muhammad Yunus ⁹

¹Doctoral Program of Government Affairs and Administration, Jusuf Kalla School of Government, Universitas Muhammadiyah Yogyakarta, Indonesia

^{2, 3, 4, 5, 6, 7}Department of Government Affairs and Administration, Jusuf Kalla School of Government, Universitas Muhammadiyah Yogyakarta, Indonesia

⁸School of Government, Universiti Utara Malaysia, Malaysia

⁹Department of Product Research and Software Development, TPL Logistics Pvt Ltd, Karachi, Pakistan

misran.psc20@mail.umy.ac.id

Abstract: This study aims to present a history of city branding: hyper-competition, challenges, and opportunities for improvement. The method used in this study used qualitative with a literature study approach. The findings in the study showed that in understanding the place and building city branding, there are at least three processes first through urban governance planning or infrastructure, then observation by looking at other places in the city branding. Finally, branding representation on social media is in the form of websites and tweets through news, while Instagram is through branding images from somewhere and several other media. Furthermore, City branding can be hyper-competition, showing that business competition is increasing. On the other hand, it can be a challenge and an opportunity considering that many cities have reimagined their competitive strategies by maximizing their internal potential, namely existing resources, to take opportunities and anticipate the threats faced. The contribution of this study provides an understanding of measurements in the city branding literature, helps researchers discover new studies, and can interpret the complex nature of cities. Another thing is that closing the gap between theory and practice presents a huge challenge for brands.

Keywords: city branding; hypercompetition; challenges; improvement opportunities

1. Introduction

City branding is a topic of significant interest to academics and policymakers (Dinnie, 2011). This has seen recent dramatic spikes in city branding practices by local governments worldwide (Han et al., 2018). Cities seek new ways to promote themselves (Acuti et al., 2018; Jokela, 2020). At first, city branding in the practice of urban planners was described as a new communication policy for a city based on catchy slogans to develop the tourism sector (Sabah, 2016). The branding of a city offers a representative image of the city to the world (T. Yang et al., 2019). For example, city branding in China (Berg & Björner, 2014; Ma et al., 2020) through the desecration of Beijing and Shanghai cities (De Jong et al., 2016), Bohai river basin, Beijing Olympics (Y. Chen, 2015), an image of the city in Guangzhou (Zhu et al., 2011), Asian Games (N. Chen, 2012). City branding in London and Florence (Acuti et al., 2018) with her preference through fashion e.g., Stella McCartney from England and Gucci Italia (Capone & Lazzeretti, 2016), Top Fashion Boutiques (Acuti et al., 2018), Fashion Week and Pitti Immagine (Entwistle & Rocamora, 2006). New York with city branding "Well, Rich and Greene" and graphic designer "Milton Glaser. In Indonesia itself, city branding through Halal Tourism (Kasdi et al., 2019), Angola heritage conservation (Amado & Rodrigues, 2019), Brazil Corporate Museum (Amado & Rodrigues, 2019).

There are two types of scientific discussions about city branding. First, city branding has been conceptualized as a strategy for differentiating entrepreneurial cities in competition between spaces. Second, researchers have recently stressed the need to pay attention to increasingly widespread and transformative forms of city branding, including branding as an urban policy and a form of planning (Jokela, 2020). Recently, discussions around city branding focused on the importance of social media in representing the city's image (Acuti et al., 2018). As well as adjusting to the intensifying interspatial competition (Jokela, 2020). It is City branding as a tool of urban renewal, including the creation of an identity with its experience value aimed at enhancing local development, city attractiveness, and international visibility (Natalia et al., 2020).

A number of scholars have researched city branding, including Acuti et al. (2018), Arbab et al. (2020), Belabas et al. (2020), Berg and Björner (2014), Capone and Lazzeretti (2016), De Jong et al. (2016), De Jong and Lu (2022), Entwistle and Rocamora (2006), Gilboa and Jaffe (2021), Gold and Gold (2020), Han et al. (2018, 2019), Hassen and Giovanardi (2018), Hospers (2020), Hristova (2019), Jokela (2020), Joo and Seo (2018), Karagiannis and Andrinou (2021), Kasapi and Cela (2017), Kasdi et al. (2019), Kavaratzis and Ashworth (2005), Lee and Huang (2022), Lu and De Jong (2019), Ma et al. (2020, 2021), Miftahuddin et al. (2021), Mihardja et al. (2020), Mohamad et al. (2022), Natalia et al. (2020), Noori and De Jong (2018), Rinaldi et al. (2021), Sabah (2016), Sevin (2014), Shirvani Dastgerdi and De Luca (2019), Teixeira (2020), Tsavdaroglou and Kaika (2022), Vesalon and Crețan (2019), Won et al. (2020), Wu (2000), Q. Yang et al. (2018), T. Yang et al. (2019), Ye and Björner (2018). All of them examine City Branding consisting of City Brand, City Branding, and City Image (Kavaratzis & Ashworth, 2005).

This paper aims to capture the study of city branding over the past five years. This study mentions several stages of the evolution of city branding practices that align with urban entrepreneurship's transformation. The stages in the city were adopted in Jolla's research (2020), which in his research examined "Transformative city branding and the evolution of entrepreneurial cities." The stages of the evolution of city branding include in the 1970s, there were three phases. The first phase is about

urban entrepreneurship in keeping up with the crisis of the Fordist-Keynesian system with a focus on a local scale and engaging public and private actors as well as communities for urban and economic regeneration. The second phase is the development of a typical place marketing approach to maximize the attractiveness of local sites for capitalist development. The third phase paves the way for smoother product applications and company branding to the city and for smoother product applications and corporate branding in the city. In the 1990s, the idea of globalization was already in the past of the idea of globalization in public discourse, and cities began to use international investors and organizations to attract global events and big brands by involving the channeling of excess capital into physical infrastructure such as innovation centers and technology parks. Furthermore, in the period 1991-2005, the idea of city branding was a late neoliberal city with a focus on improving the circulation of urban policies and development models, experimentation, and consequences of the city's networks, alliances, and coalitions, with the involvement of more public and private institutions, international organizations and economic players.

City Branding is a complete series of activities aimed at building and maintaining a positive image of the city and conveying this information to different target groups through materials and events at various scales (Han et al., 2018). City branding is a subfield of place branding. It emphasizes city branding to residents (and prospective residents) as a place to live, business as a place to invest, and tourists as a place to visit (Acuti et al., 2018). Tourist preference to become a city is known as city brand equity (Miftahuddin et al., 2021), including counter-branding and branding campaigns as instruments of strategic spatial planning, venue management, and policymaking. The concept of city branding is an inseparable relationship between the city brand, the city brand, and the city's image (Natalia et al., 2020). From the background mapping and mapping of previous research, the purpose of this study is to examine a historical review of city branding: hyper-competition, challenges, and improvement opportunities, while the novelty of this study shows that the mapping of studies on city branding globally has not been studied. The novelty of this research will make a new contribution to subsequent research.

2. Methods

The method used in this study is qualitative research with a literature study approach. The data source used in this study was taken from the Scopus database on February 28, 2022. The keywords used in this study are "TITLE-ABS-KEY (city AND branding) AND PUBYEAR > 2018 AND PUBYEAR < 2022 AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (SUBJAREA , "SOCI")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (SRCTYPE , "j")) with a publication timeframe (2018–2022). As for the data found, 401 publications were obtained and analyzed. Finally, this dataset is converted to BibTeX format and imported into bibliophila for Bibliometrix in analysis using R 3.6.3 and includes country/region distribution, year of publication, and authors and keywords. Biblioshiny for bibliometric is a Java software developed by Massimo Aria from the University of Naples Federico (Aria & Cuccurullo, 2017). Biblioshiny combines the functionality of the bibliometrics package with the ease of use of the web application using the Shiny package environment (Huang et al., 2021). A systematic literature review of bibliophila for bibliometric analysis is shown in Figure 1.

Bibliometric analysis can provide various tools, including graph data, data matrices for joint citations, merging, scientific collaboration analysis, and shared

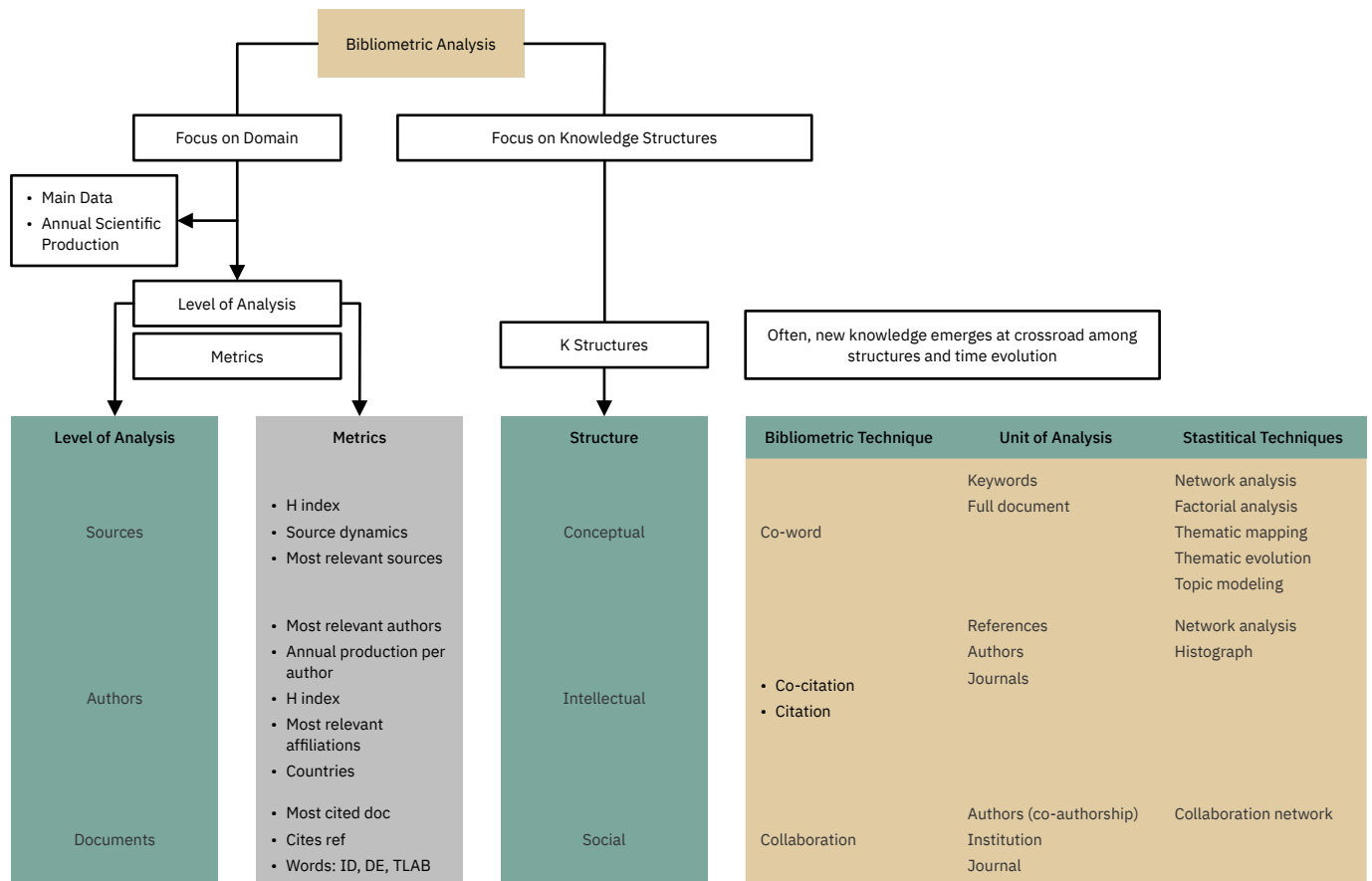


Figure 1. Bibliometric Analysis for Systematic Literature Reviews

Source: Adoption from Huang et al. (2021)

word analysis. In addition, network analysis, factorial analysis, and thematic mapping. Note that these results can be visualized by using the bibliophily application. And the result will be displayed in the next section.

3. Results and Discussion

3.1. General Information and Annual Publication Output

Table 1. Main Information About the Data and the Document Types From the Database Scopus

Description	Result
MAIN INFORMATION ABOUT THE DATA	
Timespan	2018-2022
Documents	401
Annual Growth Rate %	4.79
Document Average Age	2.95
Average citations per doc	7.524
References	23021
DOCUMENT CONTENTS	
Keywords Plus (ID)	809
Author's Keywords (DE)	1468
AUTHORS	
Authors	853

Authors of single-authored docs	113
AUTHORS COLLABORATION	
Single-authored docs	119
Co-Authors per Doc	2.36
International co-authorships %	23.44
DOCUMENT TYPES	
article	401

There has been an increase in interest in city branding among academics and authorities to respond to the demands of competition and attract a defined target group. Table 1 shows key information about the data and document types from the Scopus Database. A total of 401 articles from 2018 to 2022 related to the city branding study. We present the number of articles per year on Figure 2a indicates that the number of publications related to city branding research has generally increased significantly. In addition, the overall trend increased in 2020 to 92 documents. And the annual growth rate reaches 80.2%. In addition, the number of article citations averages per year in Figure 2b shows that the average number of citations for city branding can remain stable. Therefore, we can conclude that the field is currently in a phase of steady growth in global trends in publications.

Figure 2. (a) Global trends in publications on city branding from 2018 to 2022; and (b) average article citations per year

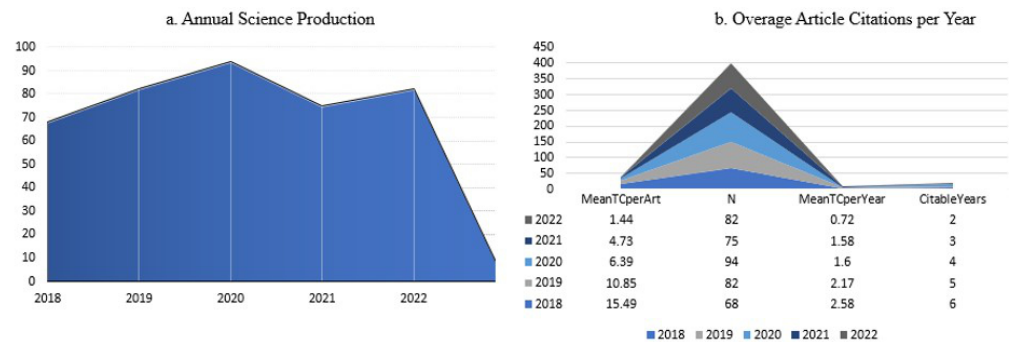


Figure 3. (a) Global trends in publications on city branding from 2018 to 2022; and (b) average article citations per year

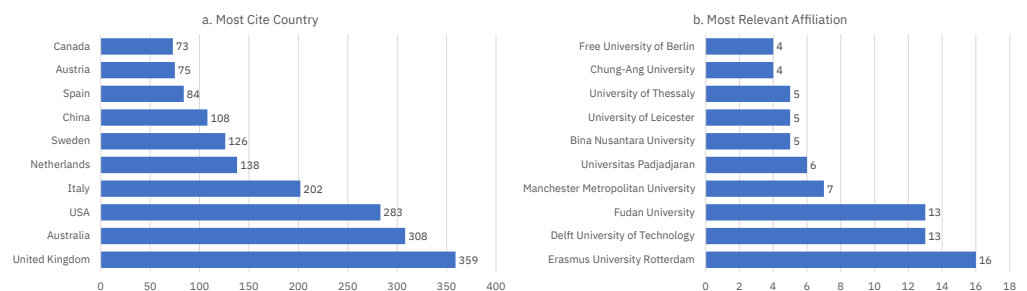
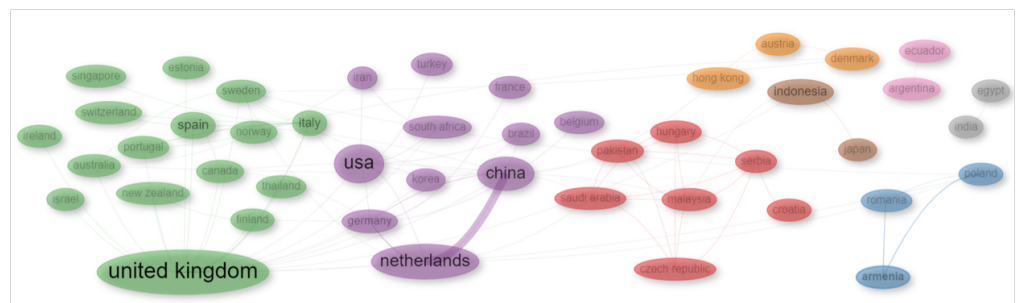


Figure 4. Collaboration Network Analysis of Countries



In Figure 4, you can see the distribution of networks between countries about city branding. Kluster 1, the most networked network, is in the United Kingdom. Then the cluster of the two countries with the most networks, namely the Netherlands. The third cluster is Malaysia. The other clusters are only networked in a few countries.

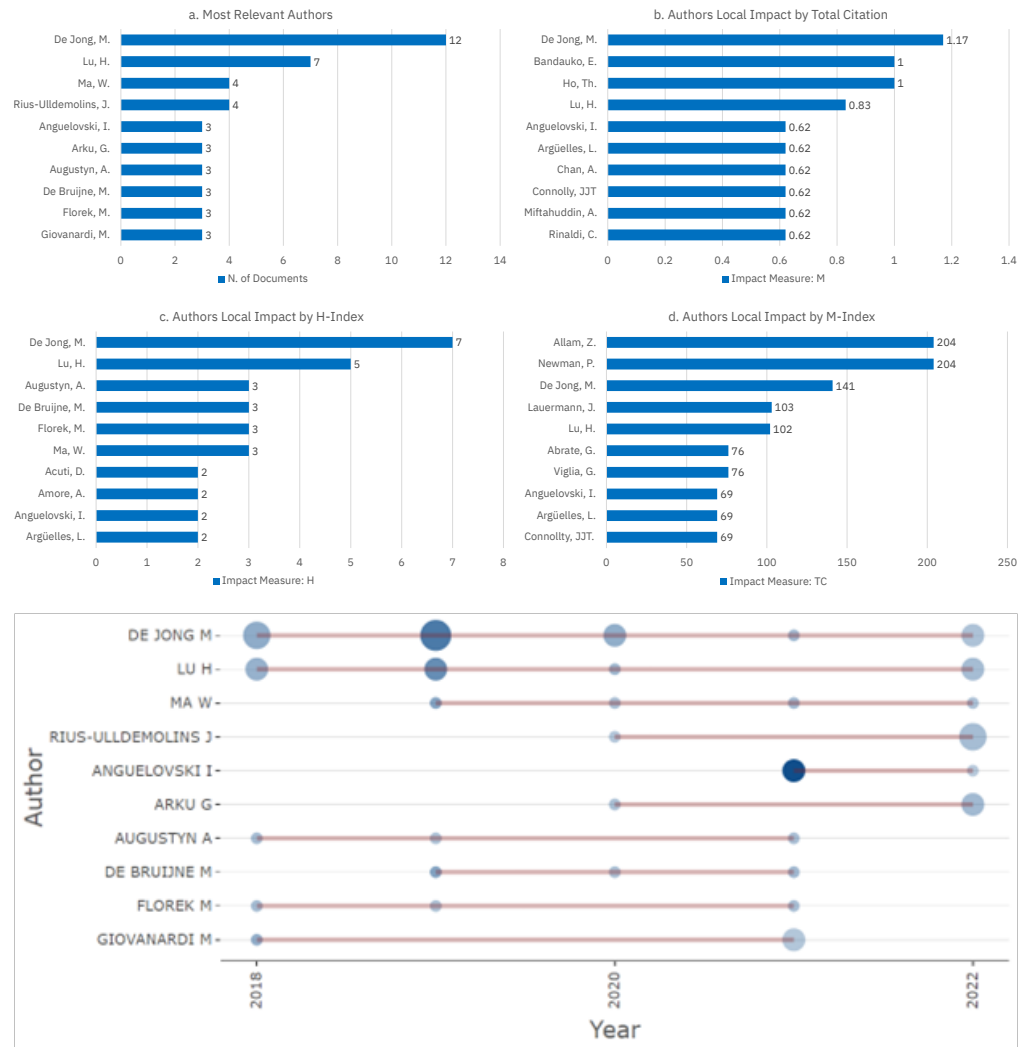
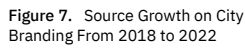


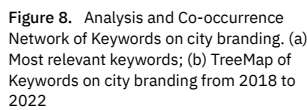
Figure 5. Analysis of the active author: (a) The top 10 most relevant authors; (b) Total citations in the research field from different authors; (c) H-index of publications from different authors; (d) M-index of publications from different authors; (e) Top-authors production from 2018 to 2020



Figure 6. Network Map of Co-occurrence Between Authors on the City Branding



b. TreeMap of Keywords

[illegible]

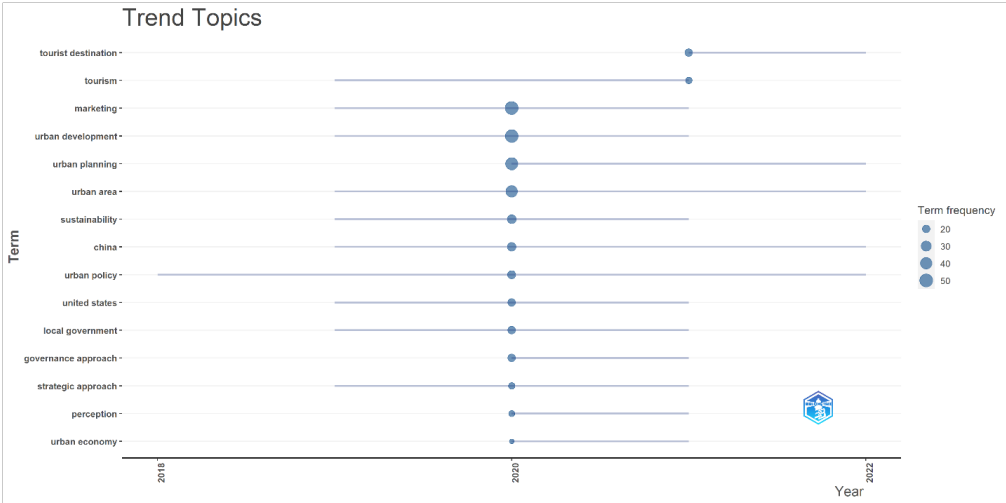


Figure 10. Trend Topics of Keywords on City Branding From 2018 to 2022

3.2. Distribution of Institutions and Countries

Table 2. The Top 10 Countries Contributed to the Total Citations on City Branding

Country	TC	Average Article Citations
UNITED KINGDOM	359	15.6
AUSTRALIA	308	23.7
USA	283	9.1
ITALY	202	16.8
NETHERLANDS	138	9.9
SWEDEN	126	9.7
CHINA	108	7.7
SPAIN	84	6
AUSTRIA	75	25
CANADA	73	7.3

The global contribution to city branding research was analyzed and represented by 70 countries that contributed to the city branding study, 10 of which were the countries with the highest number of publications, represented in Figure 2a. By calculating the corresponding number of authoring countries, the most cited countries in this field are shown in Figure 2b. The United Kingdom accounted for the largest number of citations (359, with an average annual citation value of 15.7% of all citations), followed by Australia (308 documents, with an average annual citation score of 23.7%) and the USA (283.9.1%). The cooperative relationship between these countries is shown in Figure 4. The thickness of the line indicates the strength of the relationship. The United Kingdom, Netherlands, and China show common interests in global cooperation. Meanwhile, the Netherlands and China have close cooperation with each other. Note that the average order of article citations is inconsistent with the total order of citations in the Table 2. In the top 10 countries sorted by total citations, articles from Austria have the highest average number of article citations. In other words, the average quality of articles from Austria is the best.

3.3. Analysis Authors

Table 3. The Top 10 Most Active Authors On

Author	Article
de Jong, M.	11
Lu, H.	7
Ma, W.	4
Rius-Ulldemolins, J.	4
Anguelovski, I.	3
Arku, G.	3
Augustyn, A.	3
Florek, M.	3
Giovanardi, M.	3
Klein, R.	3

A total of 160 authors contributed 401 publications related to city branding research. [Figure 5a](#) shows the top 10 most relevant authors. In terms of the number of publications indicated in [Table 4](#), De Jong, M. is a prolific author, with 11 publications and the highest number of citations at 135 over the past five years. Followed by Lu, H with seven documents with the second highest number of citations at 102. Another thing is that Factor De Jong has many publications considering that De Jong has a lot of collaboration with other authors. It can be seen in [Figure 6](#). Including Lu, H netted with De Jong, M. furthermore, from the many studies on city branding, ten journals publish the most about city branding. Here are the top 10 journals ranked by Source local impact by total citation index.

Table 4. The Top 10 Journals Ranked by Source Local Impact by Total Citation Index

Journal	h_index	g_index	m_index	TC	NP	PY_start
CITIES	13	20	2.167	429	31	2018
SUSTAINABILITY (SWITZERLAND)	9	13	1.5	265	41	2018
URBAN STUDIES	9	14	1.5	241	14	2018
JOURNAL OF PLACE MANAGEMENT AND DEVELOPMENT	7	9	1.167	102	21	2018
INTERNATIONAL JOURNAL OF TOURISM CITIES	6	11	1.2	136	14	2019
EUROPEAN PLANNING STUDIES	4	4	1	54	4	2020
URBAN GEOGRAPHY	4	6	0.8	55	6	2019
AFRICAN JOURNAL OF HOSPITALITY, TOURISM, AND LEISURE	3	5	0.5	25	5	2018
CITY	3	3	0.6	18	3	2019
GEOJOURNAL OF TOURISM AND GEOSITES	3	4	0.5	18	6	2018

[Table 5](#) shows that the journal that publishes the most city branding is the cities journal with an h index of 13 from 2018 to 2022; if accumulated with h_index benchmarks from the first year in the index until 2022, the total h index of the cities journal is 102 with an index of Q1 and SJR 1.66. the number of citations received by published articles is 429 (TC). For data related to top journals that publish a lot about city branding can be seen in [Table 5](#). Furthermore, from the top journals, some of the published articles are included in the top 10 most citations.

Table 6 shows the most popular documents with citations ([Allam & Newman, 2018](#)). The document is widely published in urban journals. Finally, the cities journal

Table 5. Top Ten Citation Analysis of Documents on City Branding

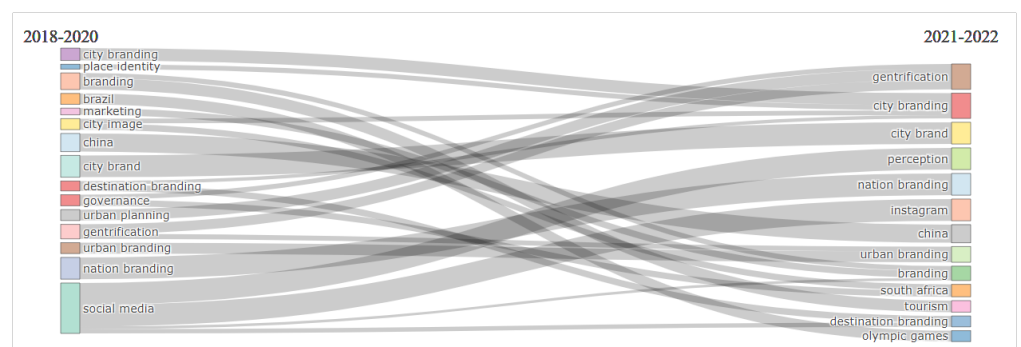
Paper	DOI	Total Citations	TC per Year	Normalized TC
Redefining the Smart City: Culture, Metabolism and Governance (Allam & Newman, 2018)	10.3390/smartcities1010002	204	34.00	13.17
Municipal Statecraft: Revisiting the Geographies of the Entrepreneurial City (Lauermann, 2018)	10.1177/0309132516673240	103	17.17	6.65
Personal or Product Reputation? Optimizing Revenues in the Sharing Economy (Abrate & Viglia, 2019)	10.1177/0047287517741998	76	15.20	7.00
Urban Green Boosterism and City Affordability: For Whom Is the 'Branded' Green City? (Garcia-Lamarca et al., 2021)	10.1177/0042098019885330	54	18.00	11.41
Smart City Communication via Social Media: Analysing Residents' and Visitors' Engagement (Molinillo et al., 2019)	10.1016/j.cities.2019.06.003	49	9.80	4.51
Roadmaps to Utopia: Tales of the Smart City (Valdez et al., 2018)	10.1177/0042098017747857	44	7.33	2.84
Linking City Branding to Multi-Level Urban Governance in Chinese Mega-Cities: A Case Study of Guangzhou (Ye & Björner, 2018)	10.1016/j.cities.2017.10.018	43	7.17	2.78

significantly occupies the first-ranked journal with the highest number of citations, and this is inseparable from the number of article citations published by the Cities journal.

3.4. Discussion

City branding is a great way to describe and implement city marketing. Based on the mapping results above, it was found that in understanding the place and building city branding, there are at least three processes first through urban governance planning or infrastructure, then observation by looking at other places in the city membrane. Finally, branding representation on social media is in the form of websites and tweets through news, while Instagram is through branding images from somewhere and several other media. It is generally recognized that people find a place through perception and image (Kavaratzis & Ashworth, 2005). To find out the picture and application of city branding, it can be seen from several previous studies discussing city branding.

Figure 11. Thematic Study of City Branding



Previous studies have examined city branding through several themes or strategies in the last five years. In 2018-2020, the city branding study's theme can be seen in terms of place identity, branding, marketing, destination branding, and governance. This theme is found in several studies (Abrate & Viglia, 2019; Allam & Newman, 2018; Han et al., 2018, 2019; Hassen & Giovanardi, 2018; Hristova, 2019; Joo & Seo, 2018; Kasdi et al., 2019; Lauermann, 2018; Lu & De Jong, 2019; Molinillo et al., 2019; Noori & De Jong, 2018; Shirvani Dastgerdi & De Luca, 2019; Valdez et

al., 2018; Vesalon & Crețan, 2019; Q. Yang et al., 2018; T. Yang et al., 2019; Ye & Björner, 2018). Meanwhile, in 2021-2022 there will be new models in urban me branding, including gentrification, perception, nation branding, Instagram, urban branding, and others. This theme was found to be discussed in previous studies including De Jong and Lu (2022), Garcia-Lamarca et al. (2021), Gilboa and Jaffe (2021), Karagiannis and Andrinou (2021), Lee and Huang (2022), Ma et al. (2021), Miftahuddin et al. (2021), Mohamad et al. (2022), Rinaldi et al. (2021), and Tsavdaroglou and Kaika (2022).

Previous research placed branding centers on people's perception and image and placed them at the heart of regulated activity, designed to shape its place and future (Kavaratzis & Ashworth, 2005). City branding is an attempt to influence and treat the map of the city in a way that is considered favorable for the current state of affairs and the future needs of the place. Today many cities and countries use the city branding model to promote their locations with consideration of their capacity and facilities. It is stated by Vanolo that city branding is a series of activities aimed at building and maintaining the image of the city and conveying information to different target groups through materials and events at various scales (Han et al., 2018). In addition, some authors agree that city branding is a specific subset, more complex because cities are multi-dimensional entities that evoke a wide variety of impressions and associations depending on the people between them. This hints at the importance of looking at target groups and/or stakeholders and addressing them in different ways; In turn, they expect to reflect the brand's message in the same way in their communication. This shows that the level of business competition is getting higher (hyper-competition), and many cities are reimagining their competitive strategies by maximizing their internal potential, namely existing resources, to seize opportunities and anticipate the threats faced.

The results of this study offer a model of the topic of city branding. This model was conceptualized through previous research by looking at topics that appear in the literature on urban branding that is relevant to the urban transformation toward ecological modernization in general:

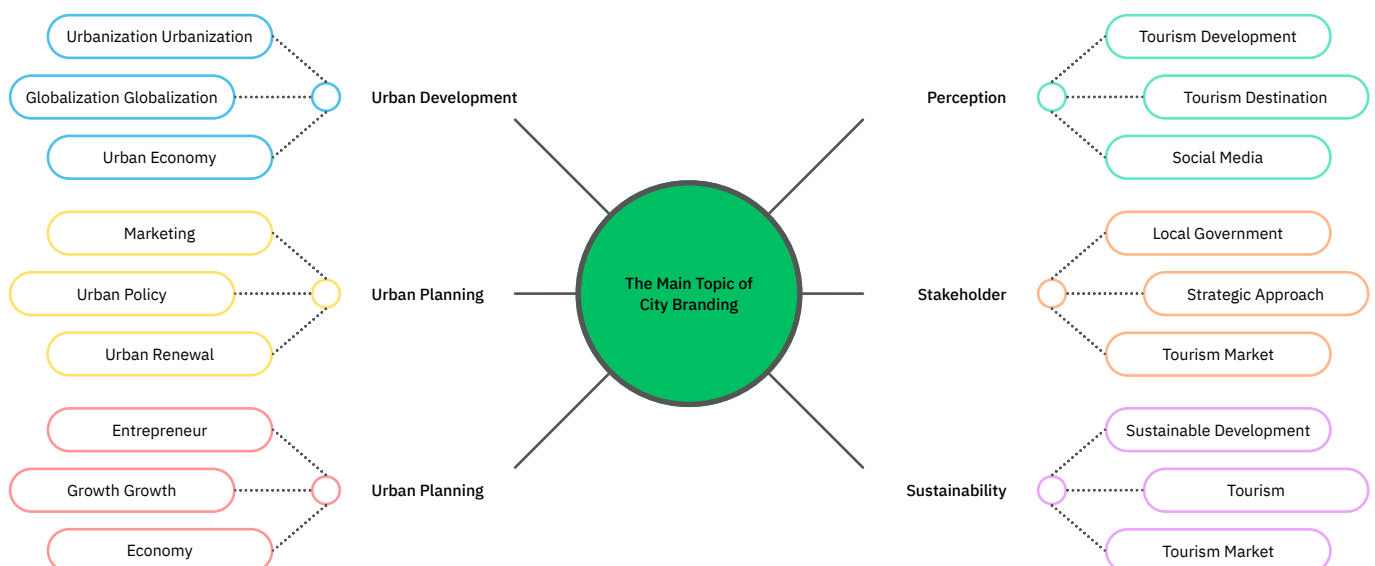


Figure 12. The Main Topic of City Branding

The rapid growth of competition between cities is one of the visible consequences of globalization. Given the free movement of capital, the city's sustainability needs to maintain the satisfaction of locals and tourists. On the other hand, the city has a set

of policies chosen for the future. If the current situation and future ambitions diverge from each other too strongly without stakeholders, then the brand's credibility cannot be maintained. On the other hand, if the realization of the future can be seen as a continuation and improvement of the development path against a typical background, the city's brand will seem attractive and credible. Therefore, local governments that can align the current profile with the wishes of the future, follow up with concurrent implementation, and convince relevant stakeholders to echo their brand in a way that is consistent with their brand is likely to bridge the gap between the existing profile and the desired brand and realize their long-term with the goal of urban transformation (Dinnie, 2011). Various stakeholders have been included as fundamental actors in city branding. Its greatest exponents analyzing each type of citizen play an important role in the place where brand processes appear. They investigate analyzing the complexity of cities and the attitudes generated towards them by their stakeholders, being permanent residents, visitors (tourists or investors), businessmen, and government officials. This engagement is for the townspeople to create an identity towards it, and this can give rise to affective commitment and advance city branding.

3.5. The Context of Urban Development in Indonesia

Based on the above findings, urban development in Indonesia can be contextualized concerning city branding, among others. Indonesia still needs to develop city branding to promote tourism, including areas that are still very minimal in branding. As stated by the CEO of the Pacific Asia Travel Association (PATA) Indonesia Chapter Purnomo Siswoprasetyo, the branding of cities in Indonesia is still very little (Sitorus, 2015). According to him, it is necessary to take the local governments and related stakeholders' initiative to formulate and develop city branding that can highlight the region's potential. This context aligns with the above findings that stakeholders have been included as fundamental actors of city branding. Its greatest exponents analyze each type of citizen plays an important role in the place the brand process arises in which they investigate and analyze the complexity of cities and the attitudes generated towards them by their stakeholders, being permanent residents, visitors (tourists or investors), entrepreneurs and government officials.

4. Conclusion

In conclusion, the development of studies on city branding continues to develop. This is closely related to the progress and existence of a city. City branding can be hyper-competition; it shows that business competition is increasing. On the other hand, it can be a challenge. It can be an opportunity considering that many cities have reorganized their competitive strategies by maximizing their internal potential, namely existing resources, to seize opportunities and anticipate threats. The side challenges faced in city branding, namely, the rapid growth of competition between cities, is a visible consequence of globalization. This is the free movement of capital, important for the city's sustainability to maintain the satisfaction of locals and tourists. As for the opportunity side in city branding, if the realization of the future can be seen as a continuation and improvement of the development path with a distinctive background, the brand of a city will look attractive and credible so that it can advance a city.

Advancing the theory and practice of city branding is increasingly important globally. Furthermore, the contribution of this study provides an understanding of measurements in the city branding literature, helps researchers find new studies, and can interpret the complex nature of cities. Another thing is that closing the gap

between theory and practice presents a huge challenge for brands. The limitation of this study is that the first of the data sources only utilizes the Scopus database, which may other databases also discuss city branding and are not included in the analysis. Both authors have only identified in general terms the concept of city branding in the last five years.

Acknowledgment

We would like to express our gratitude to the doctoral program in government science at the Muhammadiyah University of Yogyakarta, which always supports the author. Colleagues from Malaysia, Zarina Zulkifli, and colleagues Muhammad Younus from Pakistan, who are willing to collaborate in research.

References

- Abrate, G., & Viglia, G. (2019). Personal or Product Reputation? Optimizing Revenues in the Sharing Economy. *Journal of Travel Research*, 58(1), 136–148. <https://doi.org/10.1177/0047287517741998>
- Acuti, D., Mazzoli, V., Donvito, R., & Chan, P. (2018). An Instagram Content Analysis for City Branding in London and Florence. *Journal of Global Fashion Marketing*, 9(3), 185–204. <https://doi.org/10.1080/20932685.2018.1463859>
- Allam, Z., & Newman, P. (2018). Redefining the Smart City: Culture, Metabolism and Governance. *Smart Cities*, 1(1), 4–25. <https://doi.org/10.3390/smartcities1010002>
- Amado, M., & Rodrigues, E. (2019). A Heritage-Based Method to Urban Regeneration in Developing Countries: The Case Study of Luanda. *Sustainability*, 11(15), 4105. <https://doi.org/10.3390/su11154105>
- Arbab, M., Mahdavinnejad, M., Bemanian, M., & Arbab, M. (2020). Lighting Branding: Lighting Architecture and Building Nocturnal City Identity. *International Review for Spatial Planning and Sustainable Development*, 8(1), 137–159. https://doi.org/10.14246/irspda.8.1_137
- Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for Comprehensive Science Mapping Analysis. *Journal of Informetrics*, 11(4), 959–975. <https://doi.org/10.1016/j.joi.2017.08.007>
- Belabas, W., Eshuis, J., & Scholten, P. (2020). Re-imagining the City: Branding Migration-Related Diversity. *European Planning Studies*, 28(7), 1315–1332. <https://doi.org/10.1080/09654313.2019.1701290>
- Berg, P., & Björner, E. (2014). *Branding Chinese Mega-Cities*. Edward Elgar Publishing. <https://doi.org/10.4337/9781783470334>
- Capone, F., & Lazzeretti, L. (2016). Fashion and City Branding: An Analysis of the Perception of Florence as a Fashion City. *Journal of Global Fashion Marketing*, 7(3), 166–180. <https://doi.org/10.1080/20932685.2016.1166715>
- Chen, N. (2012). Branding National Images: The 2008 Beijing Summer Olympics, 2010 Shanghai World Expo, and 2010 Guangzhou Asian Games. *Public Relations Review*, 38(5), 731–745. <https://doi.org/10.1016/j.pubrev.2012.04.003>
- Chen, Y. (2015). Legacy Creation Strategy in Olympic Cities: The Path Towards Sustainable Development? *International Review for Spatial Planning and Sustainable Development*, 3(1), 74–87. https://doi.org/10.14246/irspda.3.1_74
- De Jong, M., & Lu, H. (2022). City Branding, Regional Identity and Public Space: What Historical and Cultural Symbols in Urban Architecture Reveal. *Global Public Policy and Governance*, 2(2), 203–231. <https://doi.org/10.1007/s43508-022-00043-0>
- De Jong, M., Yu, C., Joss, S., Wennersten, R., Yu, L., Zhang, X., & Ma, X. (2016). Eco City Development in China: Addressing the Policy Implementation Challenge. *Journal of Cleaner Production*, 134, 31–41. <https://doi.org/10.1016/j.jclepro.2016.03.083>
- Dinnie, K. (Ed.). (2011). *City Branding*. Palgrave Macmillan UK. <https://doi.org/10.1057/9780230294790>
- Entwistle, J., & Rocamora, A. (2006). The Field of Fashion Materialized: A Study of London Fashion Week. *Sociology*, 40(4), 735–751. <https://doi.org/10.1177/0038038506065158>
- Garcia-Lamarca, M., Anguelovski, I., Cole, H., Connolly, J. J., Argüelles, L., Baró, F., Loveless, S., Pérez Del Pulgar Frowein, C., & Shokry, G. (2021). Urban Green Boosterism and City Affordability: For Whom Is the ‘Branded’ Green City? *Urban Studies*, 58(1), 90–112. <https://doi.org/10.1177/0042098019885330>
- Gilboa, S., & Jaffe, E. (2021). Can One Brand Fit All? Segmenting City Residents for Place Branding. *Cities*, 116, 103287. <https://doi.org/10.1016/j.cities.2021.103287>

- Gold, J. R., & Gold, M. M. (2020). Accentuating the Positive: City Branding, Narrative and Practice. *Tijdschrift Voor Economische En Sociale Geografie*, 111(1), 2–9. <https://doi.org/10.1111/tesg.12395>
- Han, M., De Jong, M., Cui, Z., Xu, L., Lu, H., & Sun, B. (2018). City Branding in China's Northeastern Region: How Do Cities Reposition Themselves When Facing Industrial Decline and Ecological Modernization? *Sustainability*, 10(2), 102. <https://doi.org/10.3390/su10010102>
- Han, M., De Jong, M., & Jiang, M. (2019). City Branding and Industrial Transformation from Manufacturing to Services: Which Pathways do Cities in Central China Follow? *Sustainability*, 11(21), 5992. <https://doi.org/10.3390/su11215992>
- Hassen, I., & Giovanardi, M. (2018). The Difference of 'Being Diverse': City Branding and Multiculturalism in the 'Leicester Model.' *Cities*, 80, 45–52. <https://doi.org/10.1016/j.cities.2017.06.019>
- Hospers, G. (2020). A Short Reflection on City Branding and its Controversies. *Tijdschrift Voor Economische En Sociale Geografie*, 111(1), 18–23. <https://doi.org/10.1111/tesg.12386>
- Hristova, A. (2019). Architecture as a Cultural Sustainability Factor of Macedonian Cities: The Branding of Bitola. *Sustainable Development*, 27(2), 227–236. <https://doi.org/10.1002/sd.1881>
- Huang, J.-H., Duan, X.-Y., He, F.-F., Wang, G.-J., & Hu, X.-Y. (2021). A Historical Review and Bibliometric Analysis of Research on Weak Measurement Research Over the Past Decades Based on Biblioshiny. <https://doi.org/10.48550/ARXIV.2108.11375>
- Jokela, S. (2020). Transformative City Branding and the Evolution of the Entrepreneurial City: The Case of 'Brand New Helsinki.' *Urban Studies*, 57(10), 2031–2046. <https://doi.org/10.1177/0042098019867073>
- Joo, Y.-M., & Seo, B. (2018). Transformative City Branding for Policy Change: The Case of Seoul's Participatory Branding. *Environment and Planning C: Politics and Space*, 36(2), 239–257. <https://doi.org/10.1177/2399654417707526>
- Karagiannis, D., & Andrinou, M. (2021). The Role of Sustainable Restaurant Practices in City Branding: The Case of Athens. *Sustainability*, 13(4), 2271. <https://doi.org/10.3390/su13042271>
- Kasapi, I., & Cela, A. (2017). Destination Branding: A Review of the City Branding Literature. *Mediterranean Journal of Social Sciences*, 8(4), 129–142. <https://www.mcser.org/journal/index.php/mjss/article/view/10000>
- Kasdi, A., Farida, U., & Cahyadi, I. F. (2019). Wali City Branding: Marketing Strategy in Promoting Halal Tourism Destinations Demak Indonesia. *GeoJournal of Tourism and Geosites*, 25(2), 463–473. <https://doi.org/10.30892/gtg.25215-373>
- Kavaratzis, M., & Ashworth, G. J. (2005). City Branding: An Effective Assertion of Identity or a Transitory Marketing Trick? *Tijdschrift Voor Economische En Sociale Geografie*, 96(5), 506–514. <https://doi.org/10.1111/j.1467-9663.2005.00482.x>
- Lauermann, J. (2018). Municipal Statecraft: Revisiting the Geographies of the Entrepreneurial City. *Progress in Human Geography*, 42(2), 205–224. <https://doi.org/10.1177/0309132516673240>
- Lee, H. K., & Huang, S.-M. (2022). The 'Commodified' Colonial Past in Small Cities: Shifting Heritage-Making From Nation-Building to City Branding in South Korea and Taiwan. *International Journal of Cultural Policy*, 28(5), 546–565. <https://doi.org/10.1080/10286632.2021.1979532>
- Lu, H., & De Jong, M. (2019). Evolution in City Branding Practices in China's Pearl River Delta Since the Year 2000. *Cities*, 89, 154–166. <https://doi.org/10.1016/j.cities.2019.01.026>
- Ma, W., De Jong, M., De Bruijne, M., & Schraven, D. (2020). Economic City Branding and Stakeholder Involvement in China: Attempt of a Medium-Sized City to Trigger Industrial Transformation. *Cities*, 105, 102754. <https://doi.org/10.1016/j.cities.2020.102754>
- Ma, W., De Jong, M., Hoppe, T., & De Bruijne, M. (2021). From City Promotion via City Marketing to City Branding: Examining Urban Strategies in 23 Chinese Cities. *Cities*, 116, 103269. <https://doi.org/10.1016/j.cities.2021.103269>
- Miftahuddin, A., Hermanto, B., Raharja, S. J., & Chan, A. (2021). City Branding and Its Variables: The Evidence From Indonesia. *GeoJournal of Tourism and Geosites*, 34(1), 240–244. <https://doi.org/10.30892/gtg.34132-643>
- Mihardja, E. J., Widiastuti, T., & Agustini, P. M. (2020). Developing City Branding Strategy of Ternate in North Moluccas—Indonesia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 36(2), 364–379. <https://doi.org/10.17576/JKMJC-2020-3602-22>
- Mohamad, B., Adetunji, R. R., Alarifi, G., Ismail, A. R., & Akanmu, M. D. (2022). A Visual Identity-Based Approach of Southeast Asian City Branding: A Netnography Analysis. *JAS (Journal of ASEAN Studies)*, 10(1), 21–42. <https://doi.org/10.21512/jas.v10i1.7330>

- Molinillo, S., Anaya-Sánchez, R., Morrison, A. M., & Coca-Stefaniak, J. A. (2019). Smart City Communication via Social Media: Analysing Residents' and Visitors' Engagement. *Cities*, 94, 247–255. <https://doi.org/10.1016/j.cities.2019.06.003>
- Natalia, Mordekhai, L., & Cownie, F. (2020). Tourist Segmentation in Jakarta: An Analysis of Jakarta's City Branding. *Pertanika Journal of Social Sciences & Humanities*, 28(S1), 121–139.
- Noori, N., & De Jong, M. (2018). Towards Credible City Branding Practices: How Do Iran's Largest Cities Face Ecological Modernization? *Sustainability*, 10(5), 1354. <https://doi.org/10.3390/su10051354>
- Rinaldi, C., Giovanardi, M., & Lucarelli, A. (2021). Keeping a Foot in Both Camps: Sustainability, City Branding and Boundary Spanners. *Cities*, 115, 103236. <https://doi.org/10.1016/j.cities.2021.103236>
- Sabah, H. (2016). Setif as a City Brand. *International Journal of Tourism & Hospitality Reviews*, 3(1), 21–29. <https://doi.org/10.18510/ijthr.2016.313>
- Sevin, H. E. (2014). Understanding Cities Through City Brands: City Branding as a Social and Semantic Network. *Cities*, 38, 47–56. <https://doi.org/10.1016/j.cities.2014.01.003>
- Shirvani Dastgerdi, A., & De Luca, G. (2019). Strengthening the City's Reputation in the Age of Cities: An Insight in the City Branding Theory. *City, Territory and Architecture*, 6(1), 2. <https://doi.org/10.1186/s40410-019-0101-4>
- Sitorus, R. (2015, May 5). *City Branding: Ini Beberapa Kota Indonesia dengan Brand Kuat*. *Bisnis.com*. <https://ekonomi.bisnis.com/read/20150505/12/429889/city-branding-ini-beberapa-kota-indonesia-dengan-brand-kuat>
- Teixeira, C. (2020). Networked Technopolitics: Immigrant Integration as City Branding. *Cosmopolitan Civil Societies: An Interdisciplinary Journal*, 12(1), 67–82. <https://doi.org/10.5130/ccs.v12.i1.6966>
- Tsavadaroglou, C., & Kaika, M. (2022). The Refugees' Right to the Centre of the City: City Branding Versus City Commoning in Athens. *Urban Studies*, 59(6), 1130–1147. <https://doi.org/10.1177/0042098021997009>
- Valdez, A.-M., Cook, M., & Potter, S. (2018). Roadmaps to Utopia: Tales of the Smart City. *Urban Studies*, 55(15), 3385–3403. <https://doi.org/10.1177/0042098017747857>
- Vesalon, L., & Crețan, R. (2019). “Little Vienna” or “European Avant-Garde City”? Branding Narratives in a Romanian City. *Journal of Urban and Regional Analysis*, 11(1), 19–34. <https://doi.org/10.37043/JURA.2019.11.1.2>
- Won, J., Lee, J. Y., & Jun, J. W. (2020). Influences of SNS (Social Network Service) Uses and Musical Consumption on City Branding: A Focus on Broadway, New York and the West End, London. *Sustainability*, 12(9), 3856. <https://doi.org/10.3390/su12093856>
- Wu, F. (2000). Place Promotion in Shanghai, PRC. *Cities*, 17(5), 349–361. [https://doi.org/10.1016/S0264-2751\(00\)00031-7](https://doi.org/10.1016/S0264-2751(00)00031-7)
- Yang, Q., Lu, H., Scoglio, C., De Jong, M., & Gruenbacher, D. (2018). A Network-Based Approach to Model the Development of City Branding in China. *Computers, Environment and Urban Systems*, 72, 161–176. <https://doi.org/10.1016/j.compenvurbsys.2018.06.007>
- Yang, T., Ye, M., Pei, P., Shi, Y., & Pan, H. (2019). City Branding Evaluation as a Tool for Sustainable Urban Growth: A Framework and Lessons From the Yangtze River Delta Region. *Sustainability*, 11(16), 4281. <https://doi.org/10.3390/su11164281>
- Ye, L., & Björner, E. (2018). Linking City Branding to Multi-Level Urban Governance in Chinese Mega-Cities: A Case Study of Guangzhou. *Cities*, 80, 29–37. <https://doi.org/10.1016/j.cities.2017.10.018>
- Zhu, H., Qian, J., & Gao, Y. (2011). Globalization and the Production of City Image in Guangzhou's Metro Station Advertisements. *Cities*, 28(3), 221–229. <https://doi.org/10.1016/j.cities.2010.12.004>