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LIANG RUI

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THE THESIS

(DISSERTATION)

RESEARCH ON THE IMPLEMENTATION PATH OF UNIVERSITY BRAND STRATEGY

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Submitted for a scientific degree of Doctor of philosophy (PhD)

Thedissertationcontainstheresultsofownresearch.
Theuseofideas, resultsandtextsofotherauthors have
referencestotherelevantsource_____ LiangRui

Scientific supervisor **Kseniia Bliumska-Danko** Doctorof Economic Sciences, Professor

ABSTRACT

LiangRui **Research on the Implementation path of University Brand Strategy**– Manuscript.

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A successful brand is a recognizable product, service, person, or place that adds meaning to itself in such a way that buyers or users perceive relevant, unique, sustainable added value that is likely to satisfy their needs. A brand plays an important role in shaping an image, guaranteeing credibility, fostering trust, displaying individuality, sharing value, and guiding consumption. Brands have therefore expanded from the narrow commercial sense to include broad social branding, thus forming many brand categories, such as city brands and university brands. University brand building aims to deal with increasing competition among universities under economic globalization, promote university development, and handle employment volatility in the context of the knowledge explosion and changing social mobility.

Against the background of marketing and globalization of higher education, many organizations and enterprises not only face stiff competition and quality problems in the market. Despite all the current challenges, they need to implement brand management tools. The urgent task for universities was how to apply the brand's marketing strategy to the brand management of universities, implement the optimal distribution of tangible and intangible resources, create a good brand image, expand popularity and reputation and gain competitive advantage.

With the rapid development of China's market economy, the marketization of higher education in China also intensifies, and the competition between universities is increasingly fierce. In this context, it is an inevitable choice to implement the university brand strategy according to the changes of the external environment and the needs of the university development.

To meet the needs of the development of China's market economy. In China, with the development of the socialist market economy, global integration, more and

more university is pushed to the market, the university must also face students in various competition, funding, which university to choose and develop the right marketing strategy, which university will stand out in the fierce competition, gain competitive advantage. The establishment of a distinct university brand will lay a good foundation for the university to seize the first opportunity in the huge market competition at home and abroad.

To sum up, to adapt to the needs of the development law of higher education itself. The implementation of university brand strategy is the need of university development and transformation and the improvement of overall entity and core competitiveness. With the expansion of the enrollment of Chinese universities, China's higher education has shifted from elite to popular. The types and levels of Chinese universities are more abundant and have more diversified standards, and the choice of universities by higher education consumers is also more diversified and rational. The university brand represents the core competitiveness of a university, reflecting the quality of running a university, the teaching level, the quality of teachers and students and other aspects, and condensing the social evaluation and expectation of the university. The implementation of university brand strategy and the improvement of university quality complement each other.

This paper mainly adopts scientometric analysis, literature analysis, case analysis and other research methods to analyze the current situation and characteristics of Chinese universities, and finds that the implementation of university brand strategy is an effective way to improve their competitiveness, and constructs the model on the theoretical basis of the connotation of university brand. At the same time, this paper takes HIST University as the empirical object, and combines with the specific situation and environment of Chinese higher education, analyzes the selected case universities, and discusses the brand building path and influencing factors of Chinese ordinary undergraduate universities. Through research, put forward reasonable suggestions and countermeasures of brand strategy implementation path.

The introduction comprehensively analyzes the topic research rationale, reflects its connection with scientific programs and topics, defines the purpose and objectives of the research, object, subject, and critical techniques, indicates the novelty and practical significance of the results, and determines the personal contribution of the candidate in research, the approbation of the results and gives the publications on the topic of thesis paper, structure and load.

The first chapter defines the basic concept of this research, analyze the current research status, the basis of research theories and methods, and clarify the research scope, research direction and research focus of this paper. This paper first discusses the concepts and types of brand management as a part of marketing science, and focuses on the definition and development process of university brands. Secondly, conduct a systematic review, collect relevant literature and data, sort out the relevant theories of brand management in the field of higher education, and determine the current research direction. Finally, the paper expounds the basis of the relevant theories and methods. We focus on the classical theoretical models that are closely linked to this study, such as marketing and brand management. This chapter will provide the necessary theoretical and methodological support for this research.

The second chapter analyzes the current situation of the brand building of HIST University from the four dimensions of the analytical framework can find that there are some objective problems in the brand building of HIST University. Through summary, the following four aspects can be sorted out: the policy guiding effect of brand building is too obvious, lacking the long-term layout based on connotative development; the quantity of talent brand construction exceeds the quality, so more attention should be paid to their own needs to introduce high-end talents; the construction of cultural brands based on the inheritance of infrastructure; the building of academic brands should take root in the society and pay attention to the building of innovative academic brands.

The third chapter conclusions of this paper. The implementation of brand strategy in local ordinary undergraduate universities is undoubtedly the most effective way to improve their own competitiveness. The implementation of brand

strategy is conducive to the competitive advantage. Implementing brand strategies in universities requires internal integration. The implementation of the university brand strategy is conducive to the identification and selection of consumers. The Application of brand marketing strategy in university brand implementation. The brand generation framework of Chinese universities can mainly include four dimensions: government dimension, teacher-student dimension, cultural inheritance dimension, scientific research and social service dimension. The limitations in the university brand management found in this research include: The strategy of university brand implementation should be oriented by improving the value of university brand. The premise of university implementation of brand strategy is to improve the quality of university brand. The implementation of university brand strategy should adhere to the organic unity of various brand elements. Commercial brands generally express themselves through corresponding products or services as carriers. Under the premise of respecting the inherent law of education, university brand management should actively learn from the brand marketing strategy of enterprises, make full use of their superior resources, strengthen the concept of university brand management, define the positioning of university brand, and create a strong university brand.

Recommendations on development path of regional characteristic backbone universities: Adhere to the local, characteristic direction of running universities. Build advantageous disciplines and drive the construction of discipline development clusters. Emphasize the talent training and optimize the talent type and structure. Focus on applied research and technology development, service industry progress and regional development. Innovate the ways of attracting talents and cultivating talents and strengthen the development of weak board disciplines. Explore multi-party joint efforts to promote institutional and institutional innovation. Recommendations on university administrators: Establish brand awareness. Strengthen the research of the university brand theory. University education brand marketing specialization. Adopt a sound university brand strategy .Take the university brand internationalization route. Use the established brand effect to

achieve the sustainable development of the brand. Seize the current favorable opportunity to enhance the university brand strength. Recommendations on improving the brand strategy of regional general universities: Meet the government project needs. Focus on the talent brand model. Inheriting university cultural brand. Build a scientific research and academic brand.

As a tentative application of marketing and management theory in higher education, this paper is still in the exploratory stage in many aspects. Due to the limitations of the author's own knowledge and energy, there are still many deficiencies in the research. For example, this paper mainly selects Chinese universities as the research object, does not compare Chinese universities with universities in other countries, and does not systematically summarize the achievements and problems of universities in other countries in the implementation process of university brands. Secondly, the connotation of university brand in this paper is summarized into four dimensions. With the development of university brand, the connotation of university brand is constantly extending, and the four dimensions are not comprehensive enough. We hope that in the future, we will continue to carry out relevant theoretical exploration and practical accumulation, make some innovations in the construction, implementation and promotion of the university brand, and achieve better research results.

АНОТАЦІН

З бурхливим розвитком ринкової економіки Китаю посилюється і роль маркетингу в його вищій освіті, а конкуренція між університетами стає все більш жорсткою . У цьому контексті неминучим є вибір реалізації стратегії бренду університету відповідно до змін зовнішнього середовища та потреб розвитку університету . Для задоволення потреб розвитку ринкової економіки Китаю, з розвитком соціалістичної ринкової економіки, глобальною інтеграцією, університети стають все більш ринково орієнтованими . Університет також стає сферою конкурентної боротьби для студентив в різних формах конкуренції . Створення впізнаваного університетського бренду створює хорошу основу для університету, щоб скористатися першою можливістю у величезній ринковій конкуренції в країні та за кордоном . Отже, закладам освіти необхідно підлаштовуватися під потреби законів розвитку самої вищої освіти . Реалізація стратегії бренду університету є потребою розвитку та трансформації університету, а також підвищення його загальної конкурентоспроможності . З розширенням кількості китайських університетів, вища освіта Китаю перетворилася з елітарної на популярну . Типи та рівні китайських університетів є більш поширеними та мають більш різноманітні стандарти, а вибір університетів споживачами вищої освіти також є більш різноманітним та раціональним .

Бренд університету відображає основну конкурентоспроможність університету, відображаючи якість управління університетом, рівень викладання, якість викладачів і студентів та інші аспекти . Реалізація стратегії бренду університету та підвищення якості університету доповнюють один одного . У даній дисертаційній роботі використано широкий перелік наукометричних методів аналізу, зокрема літературний аналіз, аналіз кейсів та інші методи дослідження для визначення поточної ситуації та характеристик китайських університетів, і зроблено висновок про те, що реалізація стратегії бренду університету є ефективним способом підвищення їх конкурентоспроможності . Ми розглядаємо Хенаньський інститут науки і

технологій як емпіричний об'єкт і проектуємо його конкретну ситуацію на середовище китайської вищої освіти, аналізуємо обрані університети -кейси, а також обговорює шлях побудови бренду та фактори впливу на китайську систему університетів . За допомогою досліджень обґрунтовані конкретні пропозиції та заходи щодо шляху реалізації стратегії бренду .

У вступі всебічно аналізується обґрунтування теми, відображається її зв'язок з науковими програмами і темами, визначаються мета і завдання дослідження, об'єкт, предмет і критичні прийоми, вказується на новизну і практичну значущість отриманих результатів, а також визначається особистий внесок кандидата в дослідження, апробація результатів і наводяться публікації за темою роботи, структура і навантаження .

У першому розділі визначено основну концепцію даного дослідження, проаналізовано поточний стан дослідження, основи теорій та методи, а також уточнено дослідницьку спрямованість даної роботи . У роботі розглядаються концепції та типи бренд -менеджменту як частини маркетингової науки, а також зосереджується увага на визначенні та процесі розвитку університетських брендів . Проведено систематичний огляд, зібрана відповідна література та дані, узагальнено актуальні теорії бренд -менеджменту у сфері вищої освіти, визначено актуальний напрям досліджень . Крім того, в роботі викладено основи відповідних теорій і методів . Ми орієнтуємося на класичні теоретичні моделі, які тісно пов'язані з цим дослідженням, такі як теорії маркетингу та бренд-менеджменту . Цей розділ забезпечить необхідне теоретико - методологічне забезпечення даного дослідження .

У другому розділі аналізується поточна ситуація з побудовою бренду Хенаньського інституту науки і технологій з чотирьох вимірів аналітичної структури, і виявлено, що існують деякі об'єктивні проблеми в побудові його бренду HIST. Запропоновано виокремити чотири аспекти: 1) спрямовуючий ефект побудови бренду занадто очевидний, йому бракує довгострокового планування, заснованого на конотативному розвитку; 2) кількість складових бренду перевищує якість, тому слід приділяти більше уваги власним потребам

у впровадженні талантів високого класу; 3) побудова культурних брендів на основі успадкування інфраструктури; 4) побудова академічних брендів має вкоренитися в суспільстві, тому слід звернути увагу на побудову інноваційних академічних брендів .

В третьому роздили роботи запропоновани шляхи вдосоконалення бренд-менеджменту закладів вищої освіти . Реалізація бренд -стратегії в традиційних університетах бакалаврату, безсумнівно, є найефективнішим способом підвищення власної конкурентоспроможності . Реалізація стратегії бренду сприяє отриманню конкурентної переваги . Впровадження бренд -стратегій в університетах потребує внутрішньої інтеграції . Реалізація стратегії бренду університету сприяє ідентифікації та відбору споживачів . Структура генерації бренду китайських університетів в основному може включати чотири виміри: урядовий вимір, вимір викладач -студент, вимір культурної спадщини, наукові дослідження та вимір соціального обслуговування . До обмежень в управлінні брендом університету, виявлених у цьому дослідженні, належать: Стратегія впровадження бренду університету має бути орієнтована на підвищення цінності бренду університету . Передумовою реалізації бренд -стратегії університету є підвищення якості бренду університету . Реалізація стратегії бренду університету повинна дотримуватися органічної єдності різних елементів бренду . Виходячи з поваги до невід'ємного закону освіти, університетський бренд -менеджмент повинен активно грунтуватися на маркетинговій стратегії бренду підприємств, повною мірою використовувати свої переважаючі ресурси, зміцнювати концепцію управління брендом університету, визначати позиціонування бренду університету та створювати сильний бренд університету .

Ключові слова: маркетинг, бренд, бренд-менеджмент, освіта, заклад вищої освіти, університет, сталий розвиток, бренд-стратегія, управління та адміністрування

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CONTENT

INTRODUCTION

Research background and significance.

A successful brand is a recognizable product, service, person, or place that adds meaning to itself in such a way that buyers or users perceive relevant, unique, sustainable added value that is likely to satisfy their needs (De Chernatony & McDonald, 1998). A brand plays an important role in shaping an image, guaranteeing credibility, fostering trust, displaying individuality, sharing value, and guiding consumption. Brands have therefore expanded from the narrow commercial sense to include broad social branding, thus forming many brand categories, such as city brands and university brands. University brand building aims to deal with increasing competition among universities under economic globalization, promote university development, and handle employment volatility in the context of the knowledge explosion and changing social mobility (Maresova, Hruska, & Kuca, 2020).

Against the background of marketing and globalization of higher education, many organizations and enterprises not only face stiff competition and quality problems in the market. Despite all the current challenges, they need to implement brand management tools. The urgent task for universities was how to apply the brand's marketing strategy to the brand management of universities, implement the optimal distribution of tangible and intangible resources, create a good brand image, expand popularity and reputation and gain competitive advantage.

With the rapid development of China's market economy, the marketization of higher education in China also intensifies, and the competition between universities is increasingly fierce. In this context, it is an inevitable choice to implement the university brand strategy according to the changes of the external environment and the needs of the university development.

To meet the needs of the development of China's market economy. In China, with the development of the socialist market economy, global integration, more and more university is pushed to the market, the university must also face students in various competition, funding, which university to choose and develop the right

marketing strategy, which university will stand out in the fierce competition, gain competitive advantage. The establishment of a distinct university brand will lay a good foundation for the university to seize the first opportunity in the huge market competition at home and abroad.

To meet the needs of China's domestic and foreign environment. On the one hand, in order to improve the comprehensive strength of the country and the development level of higher education, China has formulated a series of higher education policies to cope with the challenges of international higher education and the impact of foreign culture. China has for the first time put forward the "Implementation of Chinese Education Brand Strategy" in the form of national policies in the 2003-2007 Action Plan for Education Revitalization. In addition, "211 Project", "985 Project", "Innovation Platform", "Project of Characteristic Key Discipline" and "Double First-class" are carried out to promote the gradual transformation of China's higher education from extended development to connotative development. On the other hand, in order to adapt to the internationalization trend of higher education, well-known foreign universities have intensified the competition for China's already very limited educational resources. China must improve the core competitiveness of university, university brand, with international influence of international consumers through the university brand, understand and know Chinese university, which not only build China's first-class university, more build China's world-class university, the world famous university, competitive advantage in the international higher education market.

Data show that China is at a disadvantage in the international competition for international students. In order to change this state, it is necessary to promote the improvement of the core competitiveness of Chinese universities, and building a university brand with international influence is a key step to improve its competitiveness. Under the background of severe employment competition and severe multi-polarization in today's society, the role of higher education is becoming more and more important, and at the same time, the tool value of higher education is

increasingly reflected. People pay more attention to the practical utility brought by higher education than before. In the case of many universities, brand universities are more attractive to people. Nowadays, the marketization of labor leads to the increasingly fierce competition for employment, and the saturated jobs make people have to increase their competitiveness to cope with the instability of the job market. In this case, people's education diploma can play an important role.

For universities with their own high-quality brands, their degree diploma can also greatly increase people's employment advantage to a certain extent. In short, the degree diploma can actually directly affect people's position in the job market. Therefore, as individual rational individuals, people pay more attention to and carefully about the choice of university than before. High-level universities represent higher teaching quality and research quality, have a higher reputation in the field of higher education, and they will become the first choice for people eager to change their economic and social status. After the expansion of university enrollment, the accompanying war of students, the competition of excellent teachers, and the realistic "employment war" of fresh graduates will bring great challenges to the development of colleges and universities. The brand just represents the comprehensive strength of a university, which can well explain the quality of the university itself, the teaching level, the quality of teachers and students and other aspects, and concentrate the evaluation and expectation of the society. By improving the value of the university brand, the university can not only give certain guarantees for students' employment and further study, but also form an invisible competitive advantage and better foothold in the higher education market.

To adapt to the needs of the development law of higher education itself. The implementation of university brand strategy is the need of university development and transformation and the improvement of overall entity and core competitiveness. With the expansion of the enrollment of Chinese universities, China's higher education has shifted from elite to popular. The types and levels of Chinese universities are more abundant and have more diversified standards, and the choice

of universities by higher education consumers is also more diversified and rational. The university brand represents the core competitiveness of a university, reflecting the quality of running a university, the teaching level, the quality of teachers and students and other aspects, and condensing the social evaluation and expectation of the university. The implementation of university brand strategy and the improvement of university quality complement each other.

Ordinary undergraduate universities in China not only face the "211", "985" and "double first-class" universities have educational advantages and strong competitiveness, but also face the competition from other universities in the local area and even the whole country. Therefore, it has become a practical problem that many universities must deal with develop a university brand strategy under the pressure of increasing market competition and build a university brand with its own advantages. Based on the relevant theory of the university brand connotation, this study constructs the analysis path model, and uses the relevant data of the top universities in China to prove the rationality of the model. Then, the relevant background and brand implementation process of ordinary undergraduate universities are analyzed, and the deficiencies in the brand implementation of HIST universities are sorted out. Then, HIST University was further analyzed, and HIST University was compared with first-class universities under the four dimensions based on the model, and the gap between HIST University and first-class universities in the implementation path of brand strategy was summarized, which analyzed the reasonable path of HIST and university brand implementation. Finally, it puts forward suggestions on the implementation path of the brand strategy of ordinary undergraduate universities, and provides reference materials for the construction and development of ordinary undergraduate universities in other places.

Research purpose.

With the continuous promotion and deepening of China's higher education reform in recent years, universities have gradually had the right to run their own schools. However, the management concepts and methods of the vast majority of

universities are still in a lagging behind state and do not keep up with The Times. In the big era of market economy, universities also need to go to the market just like enterprises, find their own suitable market education positioning, and use the appropriate brand strategies to survive, operate and develop in the higher education market. How to carry out brand building and use the appropriate brand strategy is the way for universities to achieve better development in the market. This study mainly studies the characteristics of ordinary undergraduate universities and the implementation of brand strategy, and provides theoretical guidance for ordinary undergraduate universities to explore the path of brand implementation.

For ordinary undergraduate universities, the fundamental purpose of choosing university brand building is to solve the lack of competitiveness in the higher education market, promote the competitiveness of universities with brand effect, and win a more favorable position in the allocation of market resources. The university brand building can enhance the cohesion and centripetal force within the university. While expanding the brand effect, it can also increase the connection between the university internal staff and the brand building, and promote the win-win situation. At the same time, the ordinary undergraduate university local government, society because the university brand construction has the brand effect, attract more financial resources and human resources into local construction, which is the external environment level opened the development of the university space, also can to the school, further promote the development of the local economy, has practical significance.
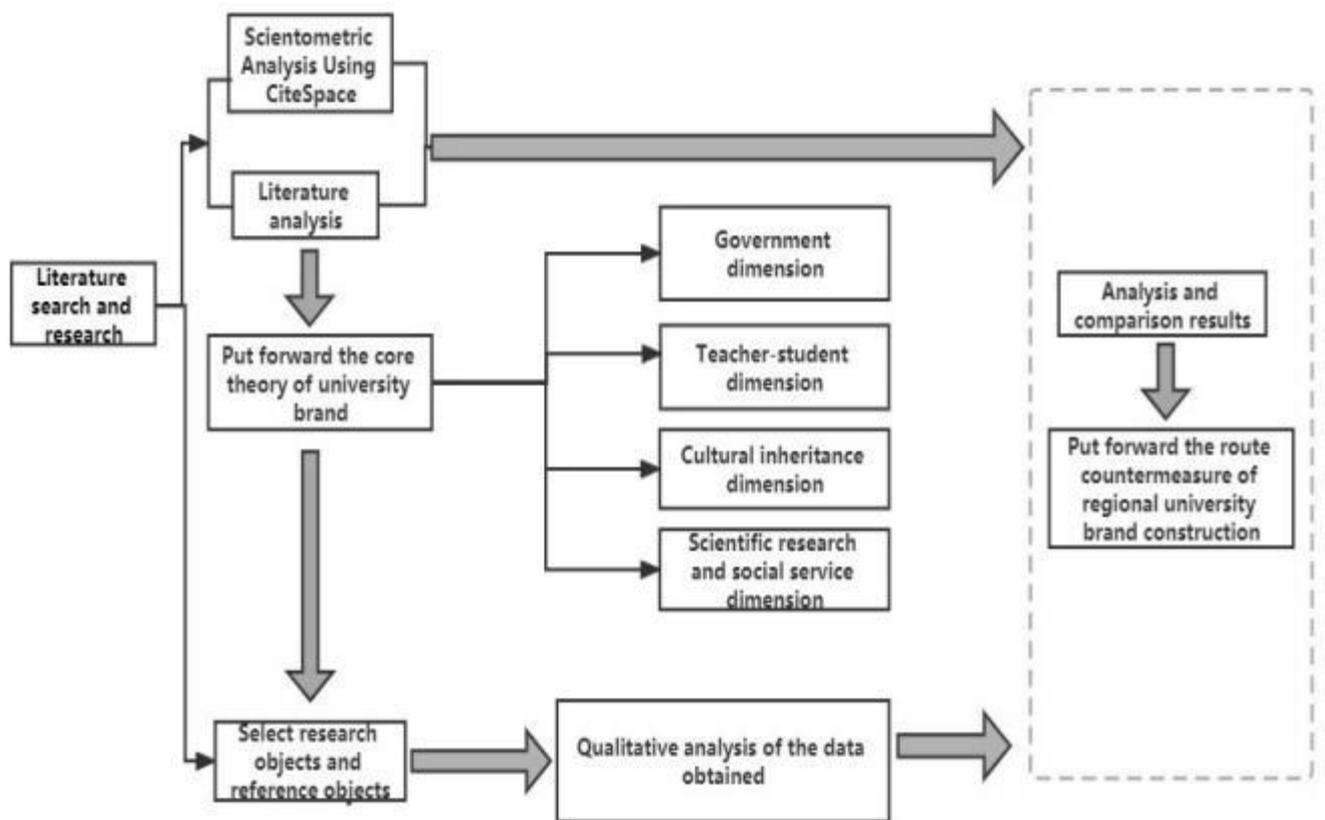
Research ideas and methods.

Figure I- 1. Technology roadmap

This paper mainly adopts scientometric Analysis , literature analysis, case analysis and other research methods to analyze the current situation and characteristics of Chinese universities, and finds that the implementation of university brand strategy is an effective way to improve their competitiveness, and constructs the model on the theoretical basis of the connotation of university brand. At the same time, this paper takes HIST University as the empirical object, and combines with the specific situation and environment of Chinese higher education, analyzes the selected case universities, and discusses the brand building path and influencing factors of Chinese ordinary undergraduate universities. Through research, put forward reasonable suggestions and countermeasures of brand strategy implementation path.(Figure I- 1)

Scientometric analysis method, literature analysis method. This article began using scientometric analysis and literature analysis of international and Chinese

collected literature analysis, comparison and combing, select the reference literature is about the research of higher education brand, respectively understand the research content at home and abroad, and through the CiteSpace knowledge graph analysis, explore the core of the scholars research content module.

Case analysis method. Taking HIST University as a case, the paper will evaluate and analyze under the framework proposed in this paper, explore the problems in the brand building process of the university of ordinary undergraduate universities, find out the corresponding brand implementation path strategy, and make the research practical.

Possible innovations and contributions.

Innovative research perspective. Through a large number of inquiries and reading literature, it is found that the research on ordinary university brands in China has not been conducted in depth, and no scholars have proposed to use a reasonable framework to analyze the brand research methods of ordinary university brands. Through further analysis of the connotation of university brand, this paper extracts different dimensions, and on this basis, constructs a reasonable model framework for in-depth research on ordinary undergraduate universities, which is very innovative.

Innovative research content. In China, the research involves some university brand building, mainly focusing on independent universities, and rarely involves the exploration of the characteristics and strategy implementation path of a certain region or ordinary undergraduate universities. Based on the connotation of university brand, this paper constructs the model of local university brand construction by putting forward assumptions. At the same time, the characteristics of the selected case HIST universities are analyzed to refine the gap between the brand construction of ordinary undergraduate universities and first-class universities, and provide a new reference for ordinary undergraduate universities in the path of brand construction.

The structure of the dissertation.

The dissertation consists of an introduction, three chapters, conclusions, a list of references . The first section is the theoretical foundation and analysis framework of university brand strategy, including definition of core concepts, literature review，theory related to brand strategy,the internal connection between brand strategy and the connotation development of university and build a framework on the basis of university brand connotation. The second part, analysis on the implementation path of brand strategy of backbone universities with regional characteristics -- taking HIST as an example,on the basis of construction background of characteristic backbone universities in Henan Province. and implementation process of university brand strategy ,studies the path selection and analysis of brand strategy.The third part is conclusions and recommendations. The total volume of work is 160 pages. The work contains 15 tables and 25figures. The references consist publication.

SECTION 1.The Theoretical Foundation and Analysis Framework of University Brand Strategy

1.1Definition of core concepts

Brand. The word brand is derived from the ancient Norwegian "Brandr" meaning "burning." People use this method to mark private property such as livestock that needs to be distinguished from others. In medieval Europe, craftsmen used this branding method to mark their own handicrafts so that customers could identify the origin and producer of the product. This led to the creation of the original trademark as a guarantee to consumers and legal protection to producers. In the Song dynasty, where the ancient Chinese commerce was most developed, the "White Rabbit" copper plate of "Liu Jiagong Needle Shop" in Jinan, Shandong in the Northern Song Dynasty was the earliest brand in China. According to calculations, this brand should be born in 1127, the end of the Northern Song Dynasty. It is by far the world's earliest printed advertisement and the world's earliest brand advertisement. In the Oxford Dictionary, brands are interpreted as "used to prove ownership, as a sign of quality or other uses", both to distinguish and prove quality. The American Marketing Association (AMA) defined a brand in 1960 as: a brand is a name, a noun, a mark, a symbol or a design, or a combination thereof, and its purpose is to identify a seller or a group of consumers. Products or services and distinguish them from competitors' products and services .

It can be seen that branding is a comprehensive, complex, and abstract concept. From the perspective of corporate management, the meaning of branding is how to leave a mark on consumers. On the surface, a brand is the name, term, symbol, symbol or design, or combination, used to identify a seller's (or group of) goods or services. But in essence, the brand is a system and a comprehensive reflection of the competitive strength of the enterprise market. As a system, brand mainly includes

three systems: product service and function, enterprise and product image, and consumer psychology.

Brand definition. There is no consensus on the definition of brand. According to different understandings in the literature, the brand concept can be classified as shown in Table 1- 1.

Table 1- 1. Definitions of brand under different classifications

	Content of the definition	Proposer
Symbol	A brand is a distinguishing mark used to identify different product or service provider	Kotler(1991),Upshaw（1995）
Assets	A Brand is a symbol of its own image, used to accumulate intangible assets	Biel（1992),Kapferer
Complex	Brand is the combination of production, marketing and time and space	Ogilvy(1955),Upshaw（1995）
Relation	Brands are lasting relationships with consumers	Keller(1998),Fleming (2000)
Interaction theory	Through product formation ,the production environment, and brand formation and circulation, enterprises shape the character of the brand, and consumers determine the fate of the brand, the brand belongs to the producer, but the real owner is the consumer	Aaker(1991)
Commitment	A brand is a promise, a guarantee and a contract	Panke(2003),Aaker(1991)

University brand. In tandem with trends toward the popularization, marketization, and internationalization of higher education, brand marketing emerged in the field of higher education in the 1980s. In addition, with improvements in social welfare and new forms of public management, the commercialization and marketization of higher education have attracted increasing attention.

Park et al. (1986) found that school brand image has not only functional attributes but also emotional and symbolic attributes. On that basis, that study suggested that, to build a brand image, universities should aim to reveal not only the tangible attributes of the brand (e.g., educational functions), but also intangible attributes and benefits (e.g., school reputation). Brand image is therefore not just the sublimation and performance of brand positioning, reflecting the inherent requirements of brand positioning; it is also the personalized performance of brand marketing, which has a significant effect on brand promotion, brand loyalty, and brand equity. Keller (1993) suggested that school brand image comprises various perceptions of the brand, reflected by brand association in the consumer's memory, and is a subjective understanding, feeling, and association of the brand among consumers, making it the key object of brand identification. A school's social status and long-term development have significant effects in this regard.

Sevier (2001) proposed seven steps for creating a university brand. Pulley (2001), meanwhile, considered how to improve university brand association based on commercial market technology, how to attract outstanding students, and how to obtain social funds; that study also discussed misunderstandings in current school naming. Evans (2005) used the tools of enterprise management (e.g., market research, marketing audits, strategic design, innovation, new product development, marketing communication) to explore the formation of school marketing theory. Foley (2006) examined "harmonious" university brand creation from the perspective of balancing stakeholder interests. According to Waraas and Solbakk (2009), university brand building must first define the brand's "essence." Essence should express not only the core values and characteristics of the university but also the values of internal and external stakeholders (Chapleo, 2005; Clark, 2009; Jevons, 2006). College branding involves actively constructing visible identities through means such as visual design, vision statements, and the expression of core values (Waraas & Solbakk, 2009).

Through the above analysis, the definition of the university brand can be described as that the university brand is the organic combination of representation

information (name, noun, mark or design) and profound connotation (value, culture, personality and spirit), so that it is distinguished from competitors and recognized by consumers.

Brand Strategy. Brand strategy is the overall planning and implementation of brand building and future development carried out by brand institutions under the guidance of brand strategic thinking based on their own conditions and analysis of the current situation and future trends of the external competitive environment. The essence of brand strategy is to shape the core expertise of the company, thereby ensuring its long-term development. Brand strategy is to establish a corporate strategy centered on building a strong brand. The core of raising brand building to the business strategy of a company lies in establishing a distinctive brand identity.

University Brand Strategy. Through the analysis of the actual situation and future trend of the external competitive environment, according to the guidance of its own conditions, the university conducts the overall planning and implementation of the future development of the university under the guidance of brand strategic thought.

Higher education market.

Educational services are products and commodities, so there is a place for exchange, this is the education market, reflected in the field of higher education is the higher education market. Education market is the inevitable product of the development of China's socialist market economy. We can from China private education development, university logistics socialization reform, university enrollment, university-enterprise cooperation, production, and the corresponding social financing practice to prove the objective existence of education market, China's WTO signed also involves the education field, as education appeared in the trade agreement, it also fully illustrates the international community also acknowledged the existence of the education market. At present, the development of education market and the promotion of the connection between education and social

economy have become an important part of the construction of China's socialist market system.

Educational brand marketing has not only practical basis, but also theoretical support, and more policy support.

The market of higher education does exist, but the academic circles have different views on the marketization of higher education. In 1997, the World Organization for Economic Cooperation and Development gave the following definition of "marketization of higher education": " introducing the market mechanism into higher education, make the operation of higher education have at least the following significant market characteristics: competition, selection, price, decentralized decision-making, monetary stimulus, etc. It excludes absolute traditional communization and absolute privatization ". According to the definition, the marketization of higher education is not absolute privatization, nor absolute publicity, but a process of introducing market mechanism to make higher education institutions more competitive, autonomous and widely adaptable.

Economist Smith, "marketization is an organization-oriented, putting customers at the center of the decision-making process, which may trigger a transformation of the higher education culture". He regards the marketization of higher education as a cultural phenomenon, is higher education from a cultural form to another culture, or can take the market as a new higher education culture reconstruction process higher education marketization is the customer needs, the production of qualified products to meet the needs of the institutions of higher education must for all kinds of customers and sponsor students, government, employers, enterprises, alumni, donors to provide high quality services in this new culture form, the relationship between higher education institutions and society into the relationship between provider and buyer.

Hans Watsonsta believes that in a broader sense, the marketization of higher education is a trend towards decentralization, enhanced competitiveness and the introduction of management methods. It involves establishing a more direct link

between producers and users to prompting producers to more effectively meet the needs of society by charging users and completely privatized them. As a way of resource allocation, there is no necessary connection between marketization and the specific utility of the products and services provided by the market mechanism. Therefore, since the identification with the market attribute of higher education, then the marketization of higher education is reasonable. The government can even realize the macro-control of higher education through market measures and means.

Backbone University with regional characteristics.

On September 21,2017, China's Ministry of Education, the Ministry of Finance and the National Development and Reform Commission jointly issued the Notice on releasing the List of World-class Universities and First-class Universities and first-class disciplines. The notice announced 42 world-class universities, 95 world-class discipline universities, Zhengzhou University of Henan province was selected as a world-class university, and Henan University was selected as a world-class discipline university, achieving a breakthrough in the construction of double first-class universities in Henan Province.

On December 25,2019, Henan province education department, National Development and Reform Commission, the departments on the printing of Henan province characteristic backbone university and backbone discipline construction plan notice (yu teach high [2019] no. 178), clear in the clear " characteristic backbone university construction in colleges and universities in characteristic, first-class professional and curriculum, public teaching and research platform, high-level talents and innovation team introduction and cultivation, education informatization, to strengthen the construction, improve the core competitiveness of the school. Construction of characteristic backbone disciplines Colleges and universities should focus on the main disciplines, strengthen the characteristics of running schools, concentrate their advantages to build 1-2 characteristic disciplines, and enhance the influence of the industry through the characteristic disciplines.

1.2 Literature review

1.2.1 History of brand research

From the world famous advertising master David. George in 1950 put forward the concept of "brand", has been more than 70 years, the study of the brand, originally is not a brand as the independent research subjects, as the market economy by the seller's market into the buyer's market, the role of the brand in the market competition, brand research increasingly become the focus of academic research. Although, from the academic point of view, brand research is not enough on a subject level, but a strong application, a combination of marketing, communication, management, public relations, sociology, psychology, and other social disciplines cross subjects, but with the development of brand practice, the deepening of brand research, brand research become an independent subject will become a reality.

Due to the interdisciplinary nature of brand research, its theoretical evolution is developed by multiple clues, and due to the different economic development levels of various countries in the world, the theory of brand research is not a single line replacement evolution, but the situation of multiple theories being applied in the practical field. According to the focus of the brand research, we can roughly divide the brand research into three stages: germination period, development period and mature period.

1. Embryonic stage (late 19th century- 1950)

During this period, the more developed capitalist countries completed the industrial revolution, the industrial production developed rapidly, the urban economy became increasingly developed, the serious economic crisis broke out in the capitalist countries, and the supply of products exceeded the demand. For enterprises, the first problem is to compete for the market and sell the products out. Therefore, during this period, the focus of brand research was sales, mainly dependent on advertising and marketing.

In 1874, H.Sampson wrote a History of Advertising, which covers the development of brands. In 1866, Laiwood and Hatton co-wrote the History of Road Sign Advertising, analyzing the brand phenomenon from another perspective; in

1898, E.S.Lous proposed the AIDA rule, which is the world's first systematic advertising theory.

The brand research theory in this period mainly revolves around the brand as the trademark level. For example, advertising is regarded as the existence of paper promotion, advertising focuses on the product, and the appeal of advertising is also developed around the product, as long as the information of the product can be clearly and accurately conveyed. Whether it is the reason group at this time, or the emotional atmosphere group or the USP theory, advertising at this time emphasizes the product itself, that is, the corresponding trademark level of the brand. The concept of communication in this period is the transmission-based theory represented by the "magic bomb theory", that is, that mass communication has infinite power, the audience is completely passive, and fully accepts the information transmitted by the mass media. In addition, in marketing, the traditional product promotion concept dominates.

2. Period of Development (1950-late 1980s)

This period is marked by David Ogway, who first put forward the concept of brand and first advocated the strategy of famous brand. This can also be seen as the real start of brand research. In this period, due to the information revolution and the rapid development of computer technology, many changes have taken place in social politics and economy, the market competition developed to a new stage, the role of brand in the market competition became increasingly prominent, and the research of brand was also paid attention to. Brand research has entered the research field of marketing, management and consumer economics. In this period, the brand research began to focus on the consumer acceptance psychology and consumer psychology. The traditional concept of product promotion has given way to the concept of marketing, all the activities of the enterprise are no longer closely around the product, but the needs of consumers as the premise and foundation of their own operation. In particular, the rise of consumer behavior research in the middle and late 1970s provides a reference significance for brand research.

In the field of marketing, related to brand research is the CIS theory."CIS", the English abbreviation of Cooperate Identity System, means an enterprise recognition system in Chinese. CIS, as an enterprise marketing strategy, was first produced in the United States. In 1951, CBS company designed the corporate logo system, which began the introduction of CI. In 1956, IBM took the lead in the successful adoption, thus establishing the position of CI strategy in the enterprise. CI strategy is recognized by enterprise concept (Mind Identity, MI), behavior recognition (Behavior Identity, BI) and perceptual recognition (Visual Identity, VI) Three major elements constitute. Through the action of these three recognition systems,

All kinds of information of the enterprise is transmitted to the internal and external environment of the enterprise, the core of which is to build a good corporate image, make the public have a sense of identity and trust to the enterprise, so as to achieve the basic goal of expanding marketing. In the 1970s, "American type CI" with "content" as the center, CI from "enterprise recognition" after "CI" corporate image ", added a lot of" people "system, namely" concept recognition "," behavior recognition "; in the 1980s, CI popular to Asia" tigers " also modified according to the specific situation.

In addition, there is a marketing portfolio strategy during this period. In 1964, Professor N. Bowton of Harvard Business School first proposed the concept of marketing portfolio. American marketer professor Eugene McCarthy proposed that the "4P" classification combination is the most popular."4P" is product (product), price (price), distribution channel (place) and promotion (promotion). Brands are part of the portfolio, like the tip of the iceberg. In the mid- 1980s, Philip Kotler, a famous American marketing expert, put forward the strategic idea of "big marketing" and expanded the 4P of the marketing portfolio to 6P, that is, adding public relations (public relation) and political power (political power) to the original 4P.

In advertising, first advertising authority in the 1960s David George proposed brand image (as mentioned earlier), then ailis and jack out advertising positioning

theory in the 1970s and published in 1981 "advertising heart strategy ——
positioning" brand, brand research on the basis of the concept of a step forward.

3. Mature period (late 1980s-present)

During this period, the world market and economic integration of the rapid development. In the face of global economic integration, the development of knowledge economy and the popularization of network technology, two major mergers occurred in 1988: Philip Morris 'acquisition of Clayford and Nestle's acquisition of American confectionery company Run-tree. Philip Morris paid Caiford four times its book value, and Nestle five times. In this regard, the headline of The Economist commented on the title of "The Year of Brand". The article stated: " The realization of the fact that the brand name can become a valuable asset, made 1988 became the brand year."Therefore, 1988 can be regarded as a symbol of this period, and the brand research was promoted to a new height.

In the field of marketing, the CS strategy (Custom Satisfaction) in the 1990s, namely the customer satisfaction strategy, spread rapidly in the developed countries around the world. CS began in 1986 with an American consumer psychologist. It refers to the enterprise internal customer concept , behavior , audio-Visual,product and service five parts of satisfaction. CI focuses on corporate philosophy, employee behavior and corporate identification, shaping corporate image through signs, corporate slogans, ideas and slogans; CS focuses on customers, listens to consumers, and looks forward to consumers through satisfactory products and services.

In addition, the theory of integrated marketing and communication has become the focus of the advertising and marketing circles. The theory by the northwestern university professor Schultz, it mentions the consumer crucial position, the focus of advertising marketing from "consumers please pay attention" to "consumers", advocates according to the actual situation of consumers to establish unified communication target, and the integrated use of various means of communication, play to the role of different communication tools, has reached the overall communication effect of the brand. Control manufacturers as the core of 4p gradually

to 4c, customer , cost ,convenience, communication, put aside the product, to study consumer demand and desire, don't sell you can make products, and to sell someone to want to buy products, temporarily forget pricing strategy, quick to understand consumers to meet the needs and desire to pay the cost, forget access strategy, should think about how to give consumers to convenient to buy goods, finally please forget the promotion, it is important to use every contact with consumers.

In addition, marketing presents a diversified development trend, and green marketing, knowledge marketing, relationship marketing and violent marketing have become new concepts in the new century.

Throughout the history of brand research and development, we can see a shift from "product focus" to "audience focus", from "manufacturer-centered" to "consumer-centered", from "user-oriented" to "audience-oriented".

During the development period, more related brand research can be seen in the related research of marketing, public relations, management and other disciplines. In the mature period, in addition to learning from the achievements of other disciplines, brand research gradually became independent. As a subject focusing on the development of practice and with strong application, it began to have its own theoretical framework. From the current brand research, it can be found that there are two main contents: one is the static composition of the brand, including the brand name, brand design, brand product reference, the technological content of the brand, the cultural connotation of the brand, the value of the brand. The second is the dynamic operation of the brand, including brand positioning, brand strategic decision, brand management, brand product marketing, brand extension, brand protection, etc. Brand research is still constantly improving and becoming mature. Is moving towards an independent discipline system.

1.2.2 Research status of foreign university brands

Publishing volume

The number of articles published in a certain period of time reflects the development characteristics of the field to a certain extent. A total of 1021 articles

were retrieved. Importing them into Excel allowed for easily determining the number of papers published annually. A graph was drawn based on the number of papers published annually to deduce trends in university branding research (Figure 1-1). Based on the curve trends in Figure 1-1, university branding research can be divided into three stages: slow growth stage (2012–2013), rapid growth stage (2014–2018), and stable growth stage (2019–2022).

In the slow growth stage, the number of papers published each year was 40–60 and was relatively stable. This shows that university branding research had received a certain amount of attention. The number of papers published during the rapid growth stage was 80–100 per year, reflecting progress and rapid development. In the stable growth stage, 110–140 articles were published each year, showing steady growth, indicating that university branding research has received continuous attention while also showing a trend of fluctuating development.
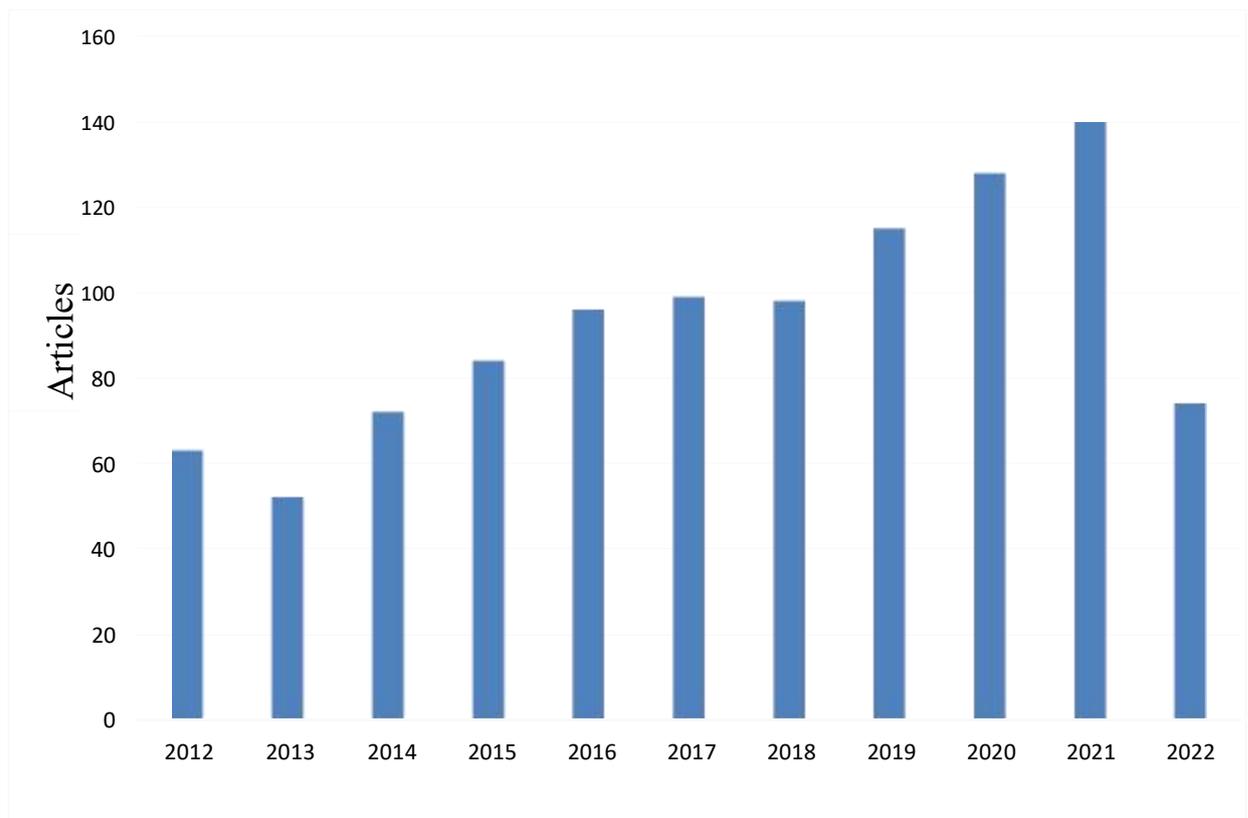
Figure 1-1. Annual distribution of literature on university branding (2012–2022)

Author

A visual graph analysis of the 1021 retrieved articles with the node type (Node Type) as the author (Author) was obtained using CiteSpace (Figure 1‑ 2). The text in the upper left‑hand corner of Figure1‑ 2 shows the relevant data. "N" represents a node—that is, the location node where the author appears. The larger the font size, the higher that author's frequency in the data. "E" represents a connection; connections between nodes represent cooperative relationships between authors. In Figure1‑ 2, there are 304 nodes and only 87 connections. Intuitively, we can see that there are generally few connections between authors, as well as few connections between prominent authors, indicating a lack of cooperation.
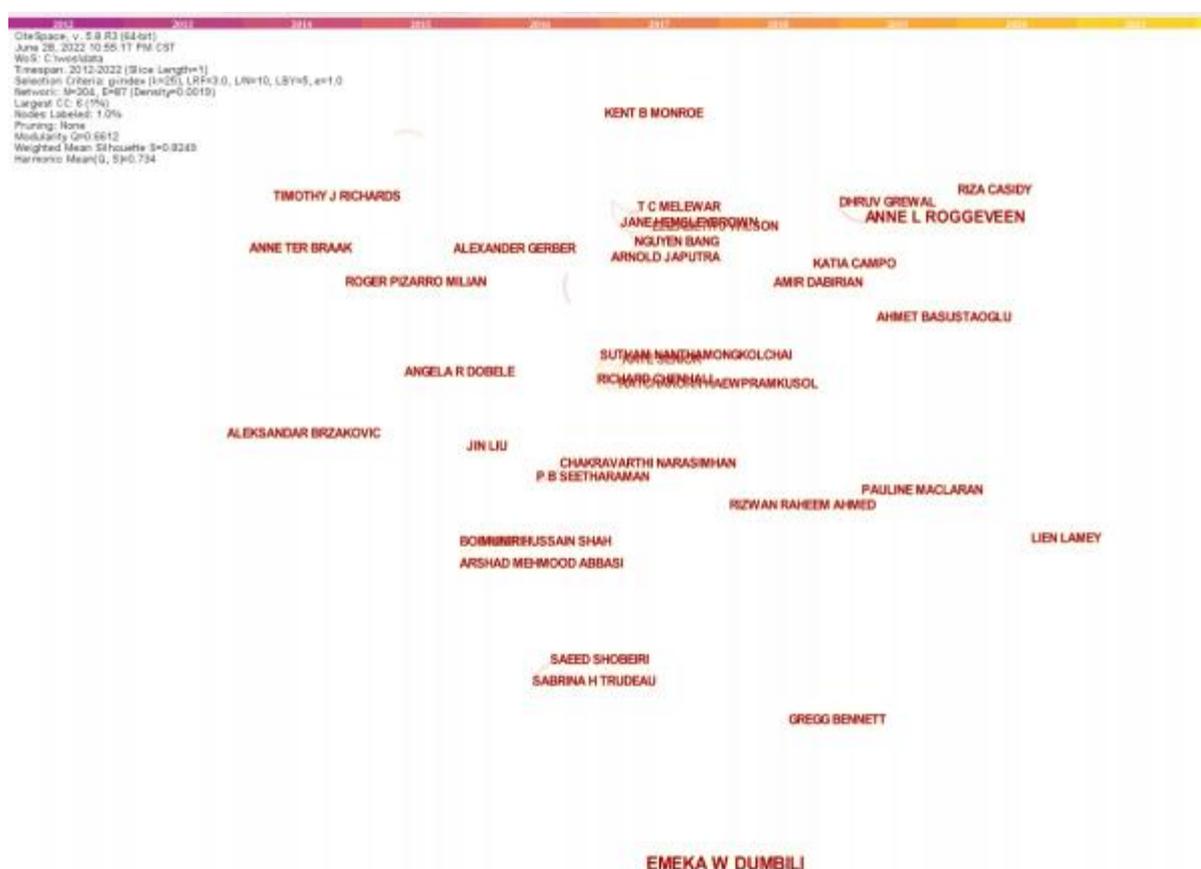

Figure1‑ 2. Author co-occurrence map

Based on the CiteSpace analysis, the top 10 high-yielding authors were identified, as shown in Table1‑ 2. Dumbili and Roggeveen published four and three

papers, respectively, while the rest published two papers each. The results in Figure1-2 and Table1-2 suggest that university branding research presents a single-core development model. The authors participate extensively but lack the characteristics of continuous in-depth research.

Table1-2. Most-published authors in university branding research

Rank	Author	Year of initial publication	Articles
1	EMEKA W DUMBILI	2016	4
2	ANNE L ROGGEVEEN	2014	3
3	KENT B MONROE	2012	2
4	SUTHAM NANTHAMONGKOLCHAI	2019	2
5	KATE SENIOR	2019	2
6	PAULINE MACLARAN	2018	2
7	MUNIR HUSSAIN SHAH	2020	2
8	ARSHAD MEHMOOD ABBASI	2020	2
9	DHRUV GREWAL	2014	2
10	LIEN LAMEY	2021	2

Institutions

Institution was selected as the node type in CiteSpace for visual analysis; Figure 1-3 shows the obtained visual map. The larger the font size, the higher the frequency of the institution's appearance in the data. "E" represents a connection; a connection between nodes represents a connection between institutions. As shown in the upper left-hand corner, N=302 and E=136; this means cooperation between institutions is not close enough and still needs to be strengthened.

Figure1- 3. Co-occurrence map of Institutions

Based on the CiteSpace analysis, Table1- 3 lists the top 13 institutions in terms of published   articles to reflect the relative importance   of different institutions in university branding research. Most of the institutions are universities, and Babson College in the United States had the most papers. Babson is a well-regarded business school, known for its focus on entrepreneurship and business management.

Table1- 3. Institutions with the most published papers in university branding research

Rank	Institution	Year of initial publication	Articles
1	Babson Coll	2013	9
2	Katholieke Univ Leuven	2016	8
3	Brunel Univ London	2014	7
4	Univ Sao Paulo	2015	7
5	Curtin Univ	2014	7
6	City Univ Hong Kong	2013	7
7	Univ Illinois	2012	6
8	Univ N Carolina	2014	6
9	Arizona State Univ	2012	5
10	Texas A&M Univ	2012	5
11	Michigan State Univ	2019	5
12	Brunel Univ	2016	5
13	Chinese Univ Hong Kong	2012	5

Countries

Using CiteSpace, a visual map of research contribution by country was created, as shown in Figure1- 4. Node size represents the amount of literature for that country; the more papers, the larger the radius of the node for that country. The color of the outer circle of the node represents the influence of literature from that country. The thicker the line in the outer circle, the stronger the influence. The gradient color in the node represents the age of the literature from that country; warm colors represent recent publications, and cool colors represent earlier ones. A line between nodes means two countries are represented by a single article; thicker lines indicate more collaboration.
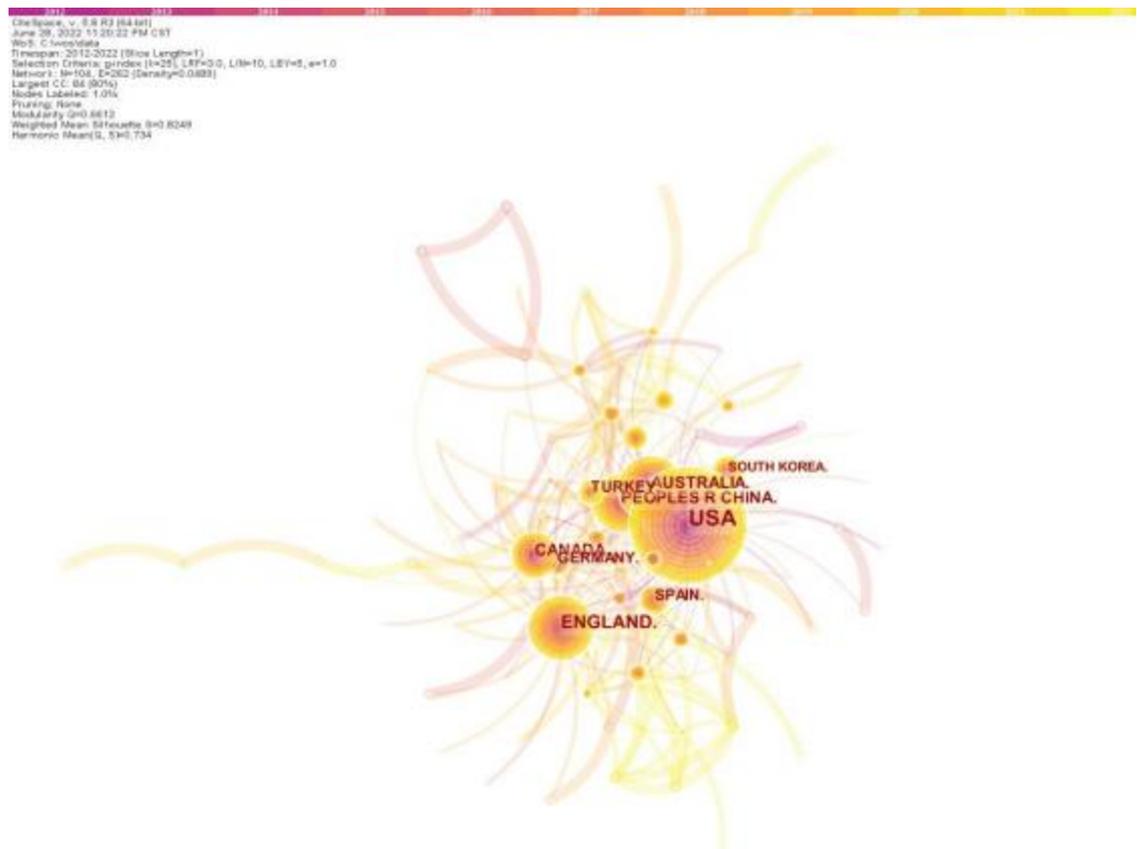
Figure1- 4. Country co-occurrence map

Using the data analyzed in CiteSpace, Table1- 4 lists the top 10 countries with the most articles to reflect the relative importance of different countries in this research area. The US had the most, followed by the UK and China.

Table1- 4. Countries publishing the most papers in university branding research

Rank	Country	Year of initial publication	Articles
1	US	2012	306
2	ENGLAND.	2012	92
3	CHINA.	2012	90
4	AUSTRALIA.	2012	84
5	CANADA.	2012	63
6	TURKEY.	2013	39
7	SPAIN.	2012	37
8	GERMANY.	2012	34
9	SOUTH KOREA.	2013	32
10	PAKISTAN.	2012	27

Areas of study

CiteSpace was used to create a keyword co-occurrence map, as shown in Figure1- 5. Keywords in large font sizes (e.g., "brand," "effect," "model") are those that appear frequently in the 1021 articles. Keywords with relatively small font sizes include "consumer," "behavior," and "strategy," indicating that researchers pay less attention to those topics.
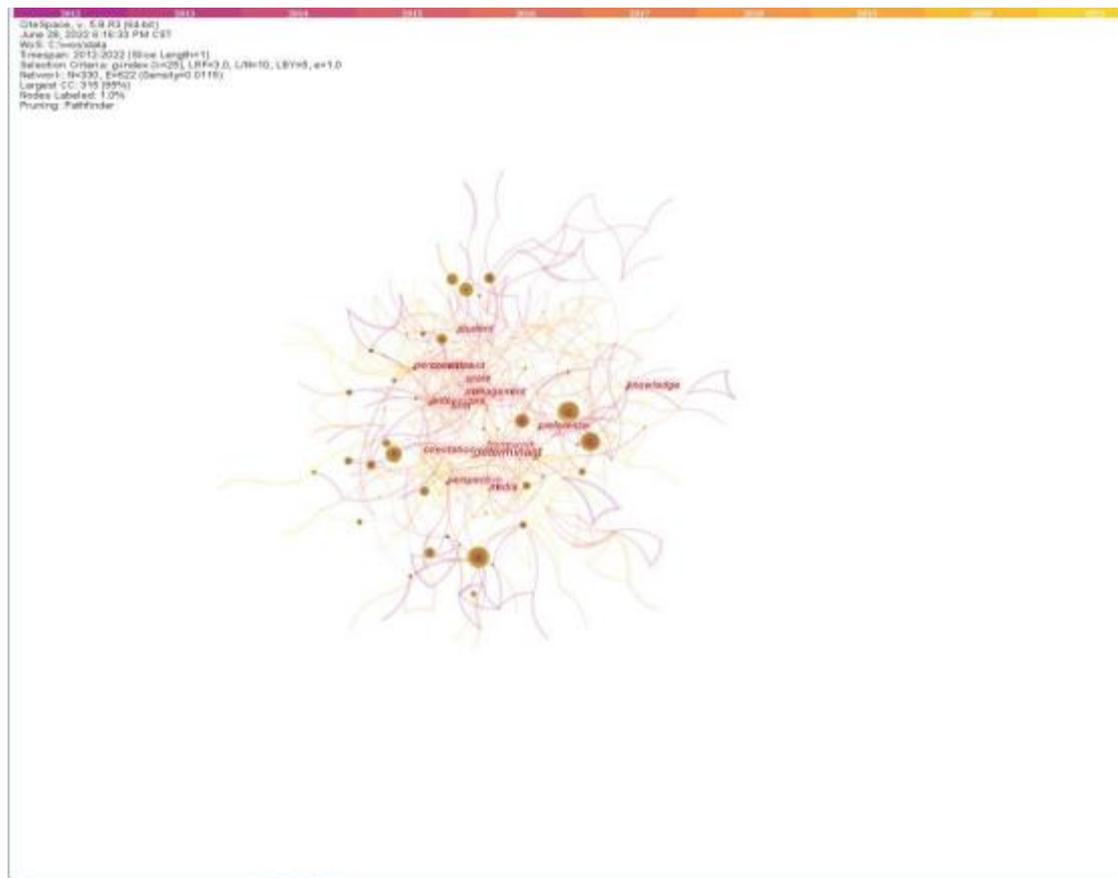
Figure1- 5. Keyword co-occurrence map

There are many keywords in Figure1- 5. To improve the results, the keyword clustering function in CiteSpace was used to summarize closely related keywords and form clusters (Figure1- 6). Based on the network structure and the clarity of clustering, CiteSpace provides two indicators: the module value (Q value; namely, Modularity Q) and the average silhouette value (S value; namely, Mean Silhouette). When the Q value is > 0.3, the clustering structure is significant; when the S value reaches 0.7, the clustering can be considered convincing. As shown in the upper left-hand corner of Figure 6, the Q value is 0.6928 and the S value is 0.8673. Thus, the clustering structure is significant, and the results can be considered convincing.
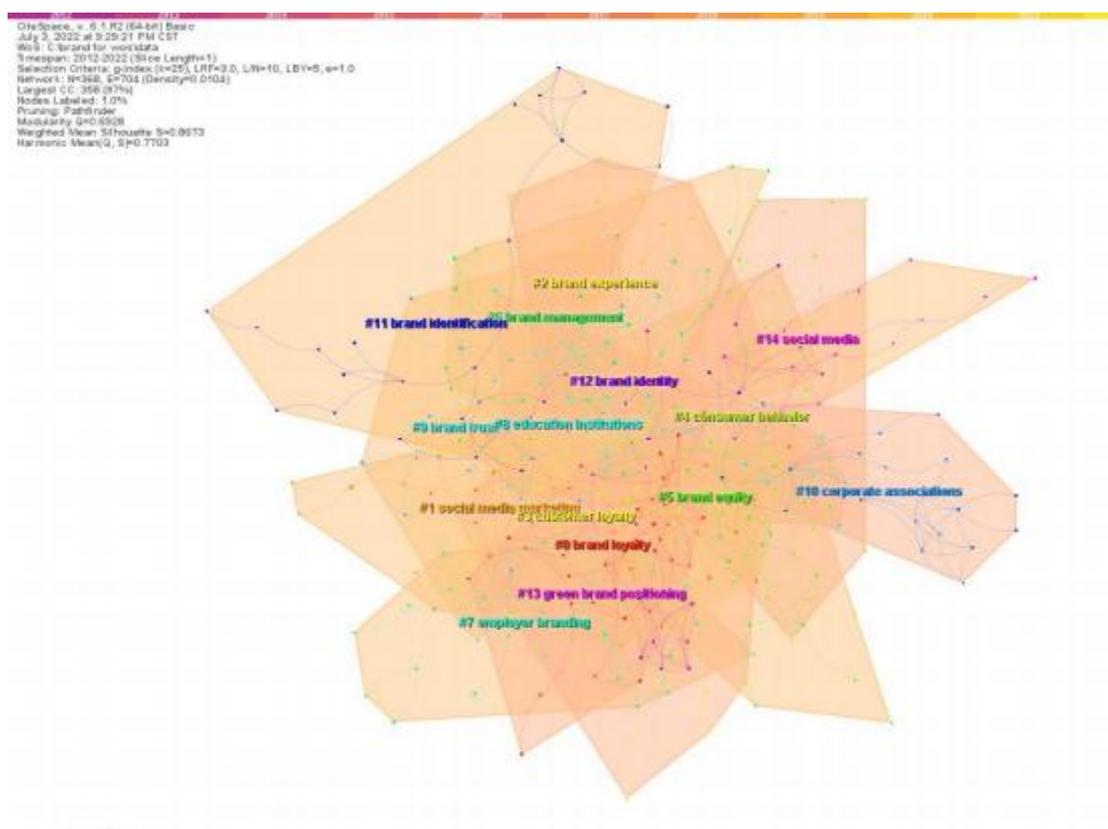
Figure1- 6. Keyword cluster map

In Figure1- 6, the number of articles in each cluster decreases in order from small to large. Table1- 5 shows the relevant data for the first 14 clusters. In the table, the "representative keywords in the cluster" are the three most representative keywords in each category. These keywords are helpful for locating the core focus of research on university brands.

Table1- 5. Keyword clustering

| Size	Count	Sihouette	Mean (year)	Representative keywords in the cluste
#0 Brand loyalty	32	0.826	2014	brand loyalty, social media , brand experience
#1 Social media marketing	30	0.926	2016	social media marketing, education marketing, online branding
#2 Brand experience	30	0.882	2015	brand experience, social media, brand loyalty
#3 Customer loyalty	30	0.84	2015	customer loyalty, customer satisfaction, social media
#4 Consumer behavior	30	0.913	2013	consumer behavior, choice intention, institutional attributes
#5 Brand equity	28	0.775	2016	brand equity, brand image, education institution
#6 Brand management	27	0.842	2016	brand management, public sector, internal brand management
#7 Employer branding	27	0.706	2017	employer branding, human resource management, personnel management
#8 Education institutions	25	0.876	2015	education institutions, public heis, autotelic nft
#9 Brand trust	21	0.917	2017	brand trust, brand loyalty,

				brand reputation
#10 Corporate associations	19	0.935	2015	corporate associations, corporate crisis issues, excuse strategy;
#11 Brand identification	19	0.958	2016	brand identification, public sector, brand commitment
#12 Brand identity	14	0.861	2015	brand identity, brand meaning, internal branding
#13 Green brand positioning	13	0.927	2019	green brand positioning, green purchase intention, green brand knowledge
#14 Social media	13	0.964	2016	social media, e-mail avoidance, campus involvement

Based on the keyword results shown in Table1- 5 and Figure1- 6, the perspectives of research on university branding can be divided into three areas:

a. the basic category of the university brand (brand equity, employee branding, education institutions, corporate associations, social media);

b. issues in university branding (consumer behavior, brand management, green brand positioning, social media marketing);

c. university brand orientation (brand loyalty, brand experience, customer loyalty, brand identification, brand identity).

Research hotspots

The burst point summary function in CiteSpace was used to more accurately discover hotspots in university branding research during the study period (Figure1- 7). Based on the historical background and keyword burst map, research hotspots were divided into the stages described below.From 2012 to 2018, with the slow recovery

and growth of the global economy, universities chose relatively stable development models. Therefore, university branding research during this period was based on brand selection and empirical university branding research.

After 2018, with intensified trade frictions between the world's largest economies, coupled with the COVID- 19 outbreak, the global economy was severely affected by slowdowns in investment, rising consumer prices, and declining business confidence. The higher education market was affected as well. At this stage, university branding research shifted toward a focus on consumers, student satisfaction, brand trust, and the social recognition of brands.

Top 18 Keywords with the Strongest Citation Bursts

Keywords	Year	Strength	Begin	End	2012 - 2022
sale	2012	4.07	2012	2016	
brand choice	2012	3.86	2012	2013	
empirical analysis	2012	3.85	2012	2014	
promotion	2012	3.41	2012	2013	
price promotion	2012	2.59	2012	2016	
purchase	2012	4.65	2014	2015	
attitude	2012	2.84	2014	2015	
moderating role	2012	2.59	2015	2018	
sport	2012	3.46	2016	2017	
purchase intention	2012	2.86	2016	2017	
customer engagement	2012	4.07	2017	2020	
innovation	2012	3.28	2017	2018	
corporate social responsibility	2012	3.09	2017	2018	
perspective	2012	2.57	2017	2018	
trust	2012	2.76	2018	2020	
social identity	2012	2.9	2019	2020	
student	2012	3.7	2020	2022	
student satisfaction	2012	2.94	2020	2022	

Figure1- 7. Burst keyword map

Issues in the research and recommendations

During the study period (2012–2022), theory and practice in higher education marketing were deepened and expanded, and the related concepts and methods were also enhanced. University branding research has made considerable progress, but there are still some problems to be solved.

First, university branding research models are imperfect and unbalanced. The related research since 2012 has investigated university branding from different perspectives, deepening our theoretical and practical understanding. Most researchers have conducted preliminary research, exploring university branding based on their own experience. Therefore, researchers need to strengthen cooperation and develop university brand theories and systems that align with both higher education theories and the higher education market.

Second, university branding research lacks quantitative analysis, showing a preference for qualitative and case-based analyses. Even when quantitative methods are used, the data tend to come from university websites. Few studies obtain data through surveys, and no reliable system for data sources, model selection, and data processing has been established. Therefore, researchers need to optimize their methods and reduce research limitations arising from limited methods.

Third, university branding research tends to be conducted from a macro perspective. Brand theory and higher education theory are still not effectively combined. As a result, while research findings are rich in connotation, constituent elements, and approaches to brand strategy, research on the differences in brand building among different types of universities is insufficient. Therefore, more consideration should be given to higher education theory and the higher education market in university branding research.

1.2.3 The research status of Chinese university brands

Since the end of last century, Chinese scholars have begun to pay attention to the research on university brand building, brand communication, brand marketing and other aspects. Professor Zhang Hongqiang of Harbin Finance College first put forward the brand strategy in universities in China. In 1998, he published the article " on brand Consciousness and Famous Brand Development Strategy in university Construction" in "Harbin Finance College Journal", and proposed that universities should pay attention to brand construction. Influenced by the joining of university enrollment and university enrollment expansion, especially since the Ministry of Education first proposed the "Implementation of China Education Brand Strategy" in the form of national policies in the Annual Education Revitalization Action Plan issued at the end of this year, the research on university brands began to be active.

The research on university brand originated from abroad, and it was not until the end of 1990s that Chinese scholars carried out relevant research on university brand. The main research directions are connotation of university brand, influencing factors of university brand, construction and shaping of university brand, and university brand strategy (Figure 1-8).

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                         │  university  │
                         │    brand     │
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│    of     ││  factors  ││    and    ││ university ││  studies  │
│university ││    of     ││ shaping   ││   brand   ││    on     │
│   brand   ││university ││    of     ││ strategy  ││university │
│           ││   brand   ││university ││           ││   brand   │
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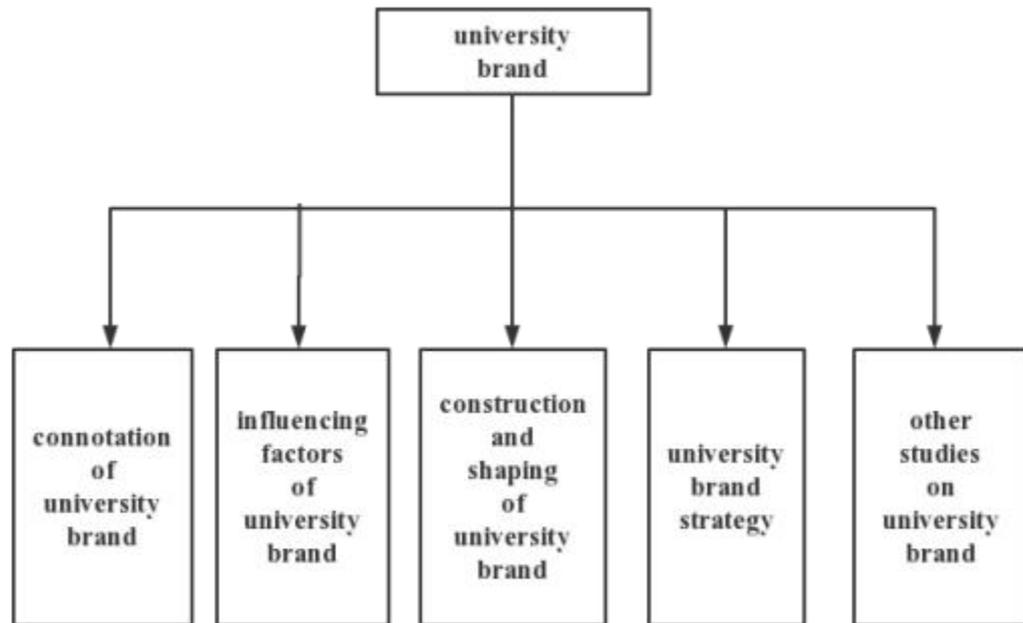
Figure 1-8. Research direction of university brand

Connotation of university brand. Based on the philosophical perspective, Wang Heng (2010) believed that the essential characteristics of university brand are "the way of human relationship" and puts forward the "five-level theory" of university brand, which includes "core brand, form brand, extension brand, expectation brand and potential brand". Wu Zhigong (2012)is considered brands from four aspects: culture, quality, characteristics and system. For the content of the university brand, many scholars believe that university spirit is the soul and core, is based on the internal nature of the university, school-running characteristics, and the cognition to the social external environment and so on, in the school-running practice formed by a series of values and code of conduct, embodies the overall style and features of a university, education level, personality characteristic and charisma, cohesion and vitality, It is the nutrient source for the survival of the university brand, and the guiding force of the university spirit determines the direction, speed and prospect of the development of the university brand. Li Yanhong (2018) pointed out that knowledge is the core element of the brand composition of research universities, which is reflected in four aspects: brand image, brand personality, brand relationship and brand culture.Cleopatra Moipone

Matli et al.(2021), the study found that factors, such as investments in brand awareness and brand image, and service delivery influenced participants' choice and willingness to recommend their institutions to potential students. Alavijeh Mohammad Reza Karimi et al.(2014)，the brand personality and status of the university among other universities are important for encouraging students to choose a particular university.

　　Wang Ge and Li Wensheng put forward in "Building university Brand with Campus Culture" that university brand is the concentration and crystallization of campus culture, and campus culture provides power and support for the construction of university brand is the necessary factor for the construction of university brand. Lu Lixiang said in the theory of university brand and its strategy, in the fierce international competition to shape university brand has become the key to the development of higher education, and the connotation of the university brand, brand value and university brand strategy are discussed Chen, Qin Hua in the theory of university brand positioning and shaping that with the advent of the popularization of higher education, university characteristic development become the inevitable choice of school survival and development. How to stand out from different levels of universities in the environment of higher education competition and build their own brands is an important topic to be solved. On the basis of analyzing the principles and efficacy of university brand positioning and the significance of university brand building, the basic content of university brand building is put forward.

　　Feng Jiagui, Liang Yuanxing university brand and shaping strategy FuYuan of the university brand design preliminary Chen Xiji some thoughts about university brand building Yang Dan makes the university brand with Chinese characteristics, Zhang Qingbo of Henan university of science and technology-characteristic to build local university Hu Changgui under the cultural horizon of university brand Guo Lin, Chen Shuo of the university of modern brand analysis, research. All these studies agree that brand, quality and characteristics are the lifeline of colleges and universities and the basis for the survival, development and improvement of colleges and universities. This paper also discusses the elements of the university brand, how

to construct and maintain the university brand, but it is limited to the application research of some aspect of the higher education brand.

Influencing factors of university brand. Wang Wenpeng (2012) believed that university brand is the carrier of university culture, which can be divided into length, thickness and weight. Length refers to the extension of university brand in time, thickness refers to the condensation and accumulation of connotation of development of university brand, and weight refers to the extent that university people demonstrate their value and make us subjective people perceive it. Liang Hong (2012) published an Analysis of Factors Affecting the Brand Value of Colleges and universities. He said that in order to improve the comprehensive competitiveness of colleges and universities, it is necessary to strengthen the building of college brand characteristics and enhance the value of college brand, which has a crucial impact on the improvement of their comprehensive competitiveness. The article puts forward the following five points of view: first, on the basis of its own characteristics, take the professional brand road; Second, keep the historical connotation of colleges and universities and build historical brands .

Tian Fuhu said in "On the Brand Management of University" that brand is the intangible asset of university. University brand management is significantly different from university brand management and enterprise brand management. Brand management is conducive to the university to renew its concept, change its functions, establish a good image, enhance its core competitiveness and obtain greater profits. University brand management should adopt scientific brand positioning, shaping, expansion, maintenance and innovation strategies. Wang Danguang studied the specific operation of brand operation by the method of case study in the classic Pen of University Brand Operation. These studies are the closest to brand marketing in higher education, but management is different from marketing. Management is too general and is at the macro level, while brand marketing is more specific and targeted.

The influencing factors of university brand are complex and diverse. Zhou Guangli (2017)pointed out, from the perspective of the social relationship network of universities, found that the influencing factors of university brand include the political connection of university leaders, the relationship between universities and the government, the relationship between universities and consumers, the relationship between universities and the relationship between universities and third parties. Jiang Shangfeng (2022)is considered by constructing the theoretical model of brand formation mechanism in colleges and universities, and the key factors affecting the formation of the internal and external and the analysis of the logical relationship, think the key internal and external stakeholders are plays an important role in organization of competitiveness, of the university brand value is in close relationship with key internal and external stakeholders, In essence, the internal brand and the external brand are the two sides of the college brand. Wang Yiheng (2021) pointed out that brand image will have an important impact on consumers' perception and behaviour, and is the main weapon for colleges and universities to distinguish themselves from competitors. Students'value co-creation behaviour is beneficial for private colleges and universities to better understand and timely provide what students need.

University brand building and shaping. Liu Aisheng et al. (2013) pointed out that there is a conflict between brand building and university culture, and there is a conflict between commercial logic and academic logic as well as a dispute over the creation value of university brand building. Managers should treat brand building dialectically. Zhao Fengfeng (2013) from the perspective of chinese-foreign university brand construction, brand goal should be to improve education at the university of consumer satisfaction as the core orientation, brand quality should be to cultivate international talents as the important content to build brand image should be in order to perfect the idea, behavior, and visual identification system as a key strategy for shaping, Brand communication should be carried out in the leading direction of enhancing the international popularity of the university. Yin Jie and

zhang Yin (2014) pointed out that the university brand construction key in forming its own characteristics, highlight the school brand image through improved competitiveness, specific strategies include set up advanced educational philosophy, pay attention to the school quality of teaching, strengthen the scientific research level of colleges and universities, strengthen personnel training, create a good campus culture atmosphere, strengthening the international education and exchange. In view of the technical superiority of MOOC in building the brand image of colleges and universities.WuYu et al. (2017) explored the technical superiority of MOOC (Massive Open Online Courses) in building the brand image of colleges and universities and find that MOOC can evoke the brand image of colleges and universities, and the quality of MOOC will have a certain influence on the brand image of colleges and universities.

Bi Haoran and Zeng Zhi (2020) believed that precise positioning of the brand of local industry-featured colleges and universities is the first and most critical step in brand management. The purpose is to make customers establish an idea in their minds that relates a specific demand to serving the colleges and universities. In the process of corporate brand positioning, the first step should be to analyze the industry environment, the second step should be to find the concept of differentiation, the third step should be to find support points, and the last step is to spread. University brand management. Cao Hui (2014) pointed out that the connotation of university brand management includes university brand personality design, value promotion, cultural communication and strategic extension. The characteristics of brand management are as follows: making clear the strategic goals and means of university development, devoting to building the external environment for the growth of brand universities, and effectively promoting the innovation of university management system.Tan Poh Ling et al. (2022)finding positive and significant effects for CSR on reputation, brand equity, and brand loyalty, either directly or indirectly, for private and public universities.

Lu Jianmin and Xia Quan believe in the Brand Strategy of Jinan University from the Perspective that in today, when the leapfrog development of higher education and the comprehensive strength competition are becoming increasingly fierce, the concept of "brand" is introduced to actively establish the brand development strategy of universities. Liu Guifu believes in the Research on University Brand Creation and Development Strategy, with the transformation of society and the continuous differentiation of the higher education market. Competition among universities is intensifying. To stand out in the fierce competition, we can only rely on the brand, and pointed out that "brand building is a major project for the development and growth of a university, and the university brand building is of great significance to the development of the university". Yuan Bentao, Jiang Chongkuo said in "On the Brand of Universities and on the Strategy of merging Chinese Universities and Building World-class Universities" that universities are also like enterprises, which need to create their own brands. For a long time, Chinese universities have not paid much attention to their own brand building. Especially today, in the process of establishing a world-class university, some universities inadvertently lost their decades of painstaking brands, or even famous brands, which is a thing worth people's attention.

Zhang Fenghui said in "On the Brand Strategy of Universities" that in the face of the expansion of higher education scale, the transformation of universities and the deepening of marketization, universities should formulate the correct brand strategy. And pointed out that " the value of the university brand not only gives universities a huge competitive advantage, Moreover, it is also conducive to the integration of various university resources and the identification and selection of consumers. "Xu Aihua said in" On University Brand and Strategic Management " that university brand and strategic management is related to the survival and development of colleges and universities, Put forward university brand mainly has advanced, characteristic, sustainability and other common characteristics of colleges and universities brand formation mechanism can use "consumer behavior theory",

"double factor theory" and "theory" life cycle research HuiXiaoLi, Lin Li in "brand strategy and higher education" said brand strategy is an important magic weapon of century international business war, And put forward some ideas of "building" the brand under the new situation.

University brand strategy. According to Occam's Razor, Wang Heng (2010) proposed a combination system of university brand strategy composed of five strategic types: culture, quality, individuation, integrated communication and innovation. Tian Hanzu (2011) pointed out that universities should be positioned scientifically on the basis of market research and SWOT analysis. Liu Guangsong (2014) believed that to build a university brand, it is necessary to take the initiative to build a brand, which is determined from two aspects: university spirit and university positioning. After that, it sets up a brand and starts from the three aspects of people, things and things, including the university president, teachers, alumni, university history, current affairs, special events, university academics, university name and logo, school motto, campus architecture. Cao Hui and Zhang Fumei (2017) pointed out that the process of university brand strategy management is mainly composed of three steps: formulation, implementation and evaluation of university brand strategy.Petra Maresova et al.(2020) ，globalization has increased the demands placed on higher education and increased competition among universities. In response, institutions of higher education have started to consider their online presence as a potential competitive advantage.

Jiang Xiaohong believes in the Core of the University Brand that the university spirit as the soul of the university is the core of the university brand. While paying attention to brand building, universities should pay attention to the casting of university spirit. Only in this way can the harmonious development of universities be truly realized. Huang Zunbin, Deng Qianliu in the university spirit vision of university brand construction that university brand is the externalization of university inner spirit, and put forward the university brand has six main characteristics, the core value of the university brand is the university spirit,

university spirit is the soul of the university brand, and promote the formation and promotion of university brand. He zun in the theory of university spirit and university brand in the university President, university teachers' comprehensive quality, successive alumni reputation and achievement, university academic content and campus in five aspects is university spirit and university brand form "core force", "incubator", "advertising", "important bridge" and "display". This paper puts forward that the "brand effect" of building a university under the condition of market economy must use the value of developing the university brand with the permeability of the university spirit and the demonstration. To face the market and the world, to face the future, universities must accelerate the cultivation of university spirit and university brand, and try to shape their own university brand characteristics, to ensure that they are in an invincible position in the market.

Other studies on university brand. Zhao Xueyi (2013) proposed that the brand characteristics (the university's unique endowment of excellent performance, gradually accumulated in the practice of running schools) can promote the innovation strength of the university, strengthen the dependence of regional society, consolidate the continuity of internal institutional elements, and stabilize the competitive advantages of the university brand, which are the key elements for the formation of the brand. In order to induce the university brand effect, which is a kind of overflow of the benefit and influence of the legitimate function of the university, the university should strengthen the general cognition of the society by strengthening the construction of information channels. The government should try its best to ensure the institutional space for the extension of university brand effect. Higher education authorities should guide the personalized development of university brand effect .

1.3 Theory related to brand strategy

Brand strategy is a dynamic process, and the cycle is long. The implementation process of brand strategy requires continuous publicity and promotion by mass media until the brand establishes good loyalty in the hearts of consumers, and then

the so-called brand building can be realized. The relevant theories of brand strategy are put forward on the basis of theoretical thinking and practical exploration, including the following representative theories: brand positioning theory and brand image theory, etc.

Brand Image theory.

In 1955, David Ogway (David Ogilvy) proposed the "brand image theory" (Brand Image) to deal with the brand competition problems caused by the development of market homogenization. He believes that the overall character of a brand's market position, so each brand should develop and project an image. This image strategy of brand development and communication has shaped a large number of successful brand cases, while enlightening the brand strategic reference in various fields, organizations and groups. He believes that advertising is a long-term investment in the brand and can receive long-term profits. The brand image is closely related to product quality, price, sales and so on. The improper use of any factor will cause the brand image to be greatly discounted in the minds of the audience. And a good brand image needs to be communicated to the audience or consumer masses through various means of publicity. In the process of product promotion, advertising has played a role far beyond the material properties of the product itself, and can have a profound impact on consumers' decision-making. Coca-Cola, for example, is a well-known success story.Since then, the value of the brand image has been widely valued. Philip Kotler (Philip Kotler) divides the brand into six meanings, including attributes, interest, value, culture, personality and user. From a broad point of view, these six meanings are within the concept category of brand image, that is, the "comprehensive image" that the brand can be reflected or be perceived by.

The narrow sense of brand image mainly refers to the image that can be used to reflect the brand interests, value, emotion and other internal images or the explicit media that produce psychological connection, that is, the "external image". Alexander Bell (1993) proposed the Bell model (Biel Model), which believed that

the audience's association with brand-related characteristics can be divided into "hard attribute" and "soft attribute". Among them, the hard attribute is the tangible or functional cognition of the brand, and the soft attribute reflects the emotional interests of the brand. According to Bell, the explicit medium that can reflect the brand or generate the brand psychological connection contains all the symbolic forms that can be directly perceived by people, which can be called a narrow brand image (i. e., soft attributes). It is the driving factor of the audience's psychological association with the brand, and also the tool for the realization of the brand connotation, to help the brand and the audience to establish a strong emotional connection.

Consumers consider some attributes of a product before making Keller (1993) stated that the brand image is the perception of a product which is a reflection of customers' memory in the product. Brand is defined as an image that can be remembered by the public, which makes a positive brand, relevant and easy to remember by the people (Aaker, 1997). Brand image that was created to make people think about everything from the business side, so as to be clearly defined brand image can benefit the company in the long term (Cannon, Perreault, & McCarthy, 2009; Morgan & Hunt, 1994). Keller (1993) refer to the image of the brand as a concept that is assumed by the customers due to subjective reasons and their own personal emotions.

Brand image is also referred to as the customer's perception of either the reason or rational basis or through more emotions towards a specific brand (Malhotra, 2010; Cannon, Perreault, & McCarthy, 2009; Assael, 2004). The basic problem of a brand lies not only limited to the selection of the name itself though is certainly a choice of good name could help (Aaker, 1997). But that can create a strong brand name is saliency, the ability of distinction (differentiability), brilliance (intensity) and trust that were associated with the brand (Wantara, 2008).

A positive brand image will enable marketing program can be liked and be able to produce unique associations to the brand that always exist in customer

retention (Schiffman & Kanuk, 2010). Keller (1993) states that the factors forming the image of the brand in terms of brand association is the presence of brand associations that describe the attributes of customer trust and benefits provided by a brand can satisfy the needs and desires of customers so as to create a positive attitude towards the brand. Strength of brand associations depends on how brands can survive the information as part of the brand image (Alserhan, 2010). Then the uniqueness of brand associations, given the increasingly difficult market competition forced the company to be different from creating a competitive advantage that can be used as a reason for customers to choose a particular brand (DeShields, Oscar, Kara, & Kaynak, 2005; Aaker, 1997). The uniqueness of brand associations can depart from product-related attributes, functional benefits or perceived image (Wantara, 2008; Winarso, 2012). Brand image is often referenced in the psychological aspects of the image or impression that is built into the subconscious of consumers through the expectations and experience of taking the brand over a product or service, thus forming a positive brand.

Brand image is also regarded as a description of the offer of the company which includes the symbolic meaning associated customers through specific attributes of the products or services (Winarso, 2012). Not only that, the brand image may also reflect some of the strongest associations of a brand such attributes are intangible, abstract benefits and customer attitude at every different product categories above if a brand of product or service associated with products in diverse categories (Chaudhuri & Holbrook, 2001). Brand image is a perception in the mind of the customers a good impression of a brand (Hawkins, Best, & Coney, 2004). The good impression could arise if the brand has a unique advantage, good reputation, popular, trustworthy and willing to provide the best service (Kotler & Keller, 2012; Keller, 1993; Aaker, 1997).

Brand positioning theory.

As the name implies, brand positioning is to find the correct position of the product itself in the market, combine the characteristics of the product, understand

the current situation and prospect of product development, and preset appropriate positions for different product brands. The success of brand positioning will directly determine the benefits of the production side, and is also the premise of enterprise brand building. Only at the beginning of accurate positioning, coupled with the subsequent planning and deployment, can it achieve the final brand building.

Brand market competition is fierce in today's society, the global scope of major enterprises, institutions and individuals are keen to shape their own image, the boom prompted the brand "connotation" too rendering subjective will, leading to trust crisis with the audience, affect the audience judgment, the brand personality more difficult to stand out. Faced with this problem, Jack Trout (Jack Trout) and Iris (AI Ries) jointly put forward the brand "positioning" theory (Positinging) on the basis of the brand image theory. They think: the competition in the new period has shifted from the market to the mind, "measure the way of organization decisive performance from the traditional financial profits or not to occupy the mental resources or not, it also explains why the Internet companies even not profit can continuously get large sums of investment, because occupy the mental resources itself is the biggest achievement ", "once the brand firmly positioning in people's mind, it can almost not affected by competition ". And occupy the mind of the audience, it will become the core of all brand strategies. Their response is to accurately establish the "core interests" that the brand can provide but the competitors cannot provide in the mind of the audience, distinguish them from other brands, and make them synonymous with this interest, so as to root this "emotional connection" in the mind of the audience. The theory announced the arrival of the "positioning era" after the end of Ogway's brand image era, which is known as one of the most influential marketing concepts in the 20th century marketing.

In studying a large number of cases of brand strategy and positioning practice, Laura found that "positioning" is often only to convey the "core interests" provided by the brand to the mind of the audience through the invisible and full of rational logic expression of language, while ignoring visual information as a tool that is

easier to enter the mind than language. She believes that in the current society of excessive spread, if the audience does not remember the language message of a brand, everything will be worthless. But the emotion generated by the visual information can exist in the human memory for many years.

Laura analyzes the physiological structure of the brain to prove the science of the human brain: the left and right side of the brain work simultaneously. The left brain processes continuous information and thinks in language; the right brain processes parallel information and thinks with imagery. Vision is often accepted by the brain before language. After visual information attracts the attention of the right brain, the right brain will transmit a command to the left brain, allowing the left brain to read or listen to the language information related to vision.

The brand positioning theory relies on the logical thinking of the left brain to implant the core interests that the brand can provide into the mind of the target through a set of language information. But Laura thinks: " most people usually dominate the left logic of the right subconscious to generate visual concept, when people are responsible for the analytical thinking left focus on a problem, logic tend to suppress intuition, so most people almost completely analytical thinking is given priority to, living in the world of language information. In this way, people tend to put the visual world behind the reality of language "," there is no language in nature, and words are created tools to help people convey the information of natural reality."At the same time, it takes a" process of understanding " to associate brands with the linguistic information describing their interests, but visualization can simplify this process: when a visual information appears, the target audience will automatically associate with the matching language information stored in the mind. At the same time, visual information is often more rapid and direct than language information, and can be transmitted across borders without translation. In Reese and Trout's book Positioning: Taking the Mind, eight methods of brand positioning are proposed.

First, the first positioning. It means that the brand enters the blank area of the mind of the audience for the first time. The information conveyed by the positioning should make their mind feel for the first time, and maximize the perception.

Second, against position, Also known as the contrast positioning. It refers to the opposite or comparable positioning practices of the enterprise's own brand and the relevant brand image of the competitors.

Third, characteristic positioning. It refers to the face of competitors in the leading brand or monopoly brand, can use and consolidate the position of their brand in the mind of potential consumers, and make it become the position of the leading brand.

Fourth, single-location positioning. It means to suppress a competing brand when your own brand is in the leading position.

Fifth, expand the name location. It refers to the leading brand with a wider name or increasing the adaptation range of the name to maintain its due position.

Sixth, look for the void positioning. It refers to finding the gap in the mind of the audience, and then filling it in. The gap contains a wide range of content, with audience characteristics, sales channels and so on.

Seventh, category and brand positioning. It means that when the name of a powerful brand becomes the representative and symbol of the name of a certain product type, another new product must use a new name, rather than "free ride" and use the company's existing brand name.

Eighth, relocation bit. Repositioning refers to the removal of the brand in the mind of consumers, and then make the brand establish a position in the mind of consumers according to the new ideas. At present, the more common types of brand positioning include comparative positioning, positioning based on function, positioning based on price, positioning based on product appearance, and positioning based on innovation.

Research on brand relationship and brand image

Blackstone standardizes the definition of the brand relationship according to the principles of interpersonal relationship, and believes that the brand relationship is "the interaction between the consumer's attitude towards the brand and the brand's attitude towards the consumer". In this relationship system, consumers and brands are seen as two equally important parts and interact with each other.

The Ogilvy Advertising survey found that brands can play five important roles in their relationship with consumers —— quality, status, reward, self-expression and feelings. Fournier found that the quality of brand relationships can be explained in the dimensions of intimacy, commitment, partnership, affiliation, dependence, love, etc. She believes that these relationships formed by brand actions can strengthen or dilute the quality of the relationship and influence the brand equity.

In 1995, Blackstone proposed a model of brand relationships (figure). In this model, he divides the brands that can only be related into subjective and objective aspects. According to the two new concepts, blackstone defined brand relationship as "objective brand and subjective brand interaction", points out that the brand relationship is the objective of the brand (mainly for brand image, image is good or bad) and subjective face (mainly for the brand attitude, attitude is positive and negative) the result of the interaction between the two dimensions.
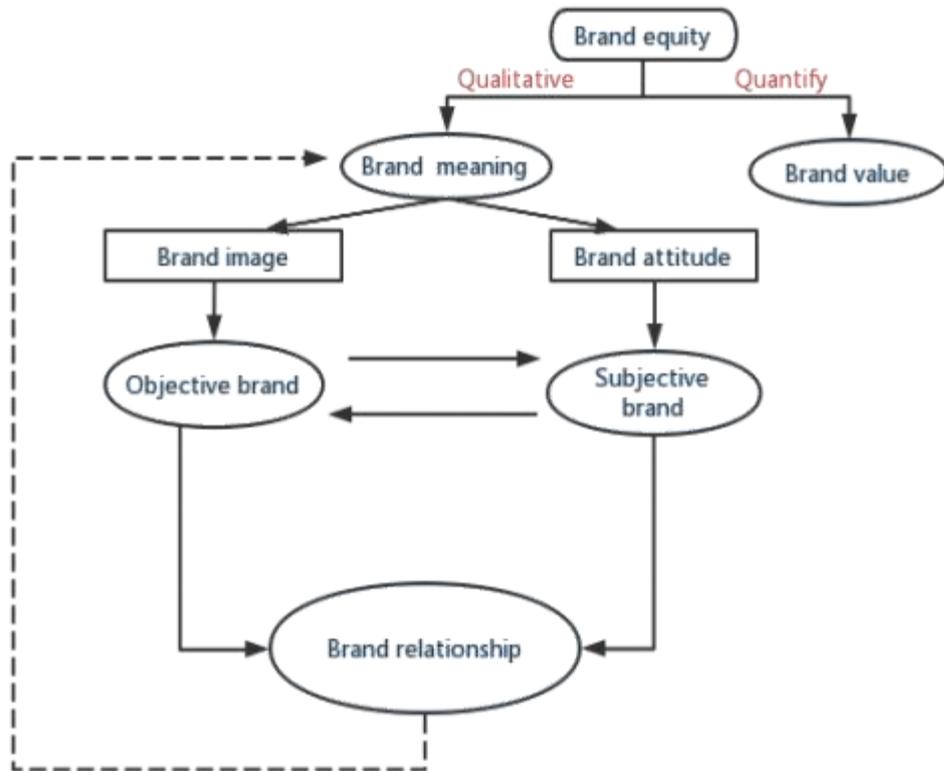
Figure 1-9.Blackstone brand relationship model basic ideas

In 1995, Blackstone proposed a model of brand relationships (Figure1-9). In this model, he divides the brands that can only be related into subjective and objective aspects. According to the two new concepts, blackstone defined brand relationship as "objective brand and subjective brand interaction", points out that the brand relationship is the objective of the brand (mainly for brand image, image is good or bad) and subjective face (mainly for the brand attitude, attitude is positive and negative) the result of the interaction between the two dimensions.

At the same time, Blackstone believes that brand personality is the basis of brand relationship, and brand relationship is the logical extension of brand personality concept. "When a brand has a good local personality, consumers will have a good relationship with it" (Chernatony, Mcdonald, 1998). Blackstone believes that brand relationship, in turn, will affect the brand meaning of brand image and brand attitude, which is in line with the subjective psychological characteristics of brand image, just as people's relationship will also affect the

personal image of individuals in the eyes of each other. It can be seen that brand image and brand relationship interact.

Consumers' Purchase Behavior

Consumption habits refer to the psychological performance of consumer subjects in long-term consumption practices that have a stable preference for certain consumption things. It is a more stereotyped consumer behavior pattern that consumers have accumulated in their daily consumption activities. For example, because of certain needs, motivations, emotions, experiences, or psychological preferences, consumers like to use a certain brand of certain products, often and without selection and comparison according to studies in the various consumer activities of consumers.

Consumption habits are a kind of consumption needs that people maintain for a certain type of goods or a brand for a long time. It is a stable consumption behavior of individuals. It is gradually accumulated by people in a long life. People's buying behavior has an important impact.

The reasons for the formation of consumption habits are the attributes of the goods, the service quality of the business place, and the physiological and psychological reasons of the consumers themselves. Consumption habits are expressed by consumers' preferences for a certain product, consumer preferences for product brands, and consumer preferences for consumer behavior.

The relationship between brand connotation and consumer perception

Marketing master Philip Kotler talks in his book "Marketing Management" (2000, Millennium Edition): Brands essentially represent the inertia of merchants to the characteristics, benefits and services of products sold to consumers. In theory, the meaning of a brand can be divided into six levels.

These six levels are attributes. Brands first make people think of certain attributes. Benefits and brands mean more than a set of attributes. Consumers are not buying attributes of the products, but rather benefits of the products. Attributes need

to be transformed into functional or emotional benefits. Durable attributes can be transformed into functional benefits: Expensive attributes can be transformed into emotional benefits; Well-made attributes can be transformed into functional and emotional benefits; value, brand also explains some producer values; culture, brand also may represent a culture; personality, the brand also reflects a certain personality.

The six aspects of the brand are not a parallel relationship. The relationship between them is shown in Figure 1- 10. It can be seen that the six aspects of brand connotation are actually attributed to three levels.
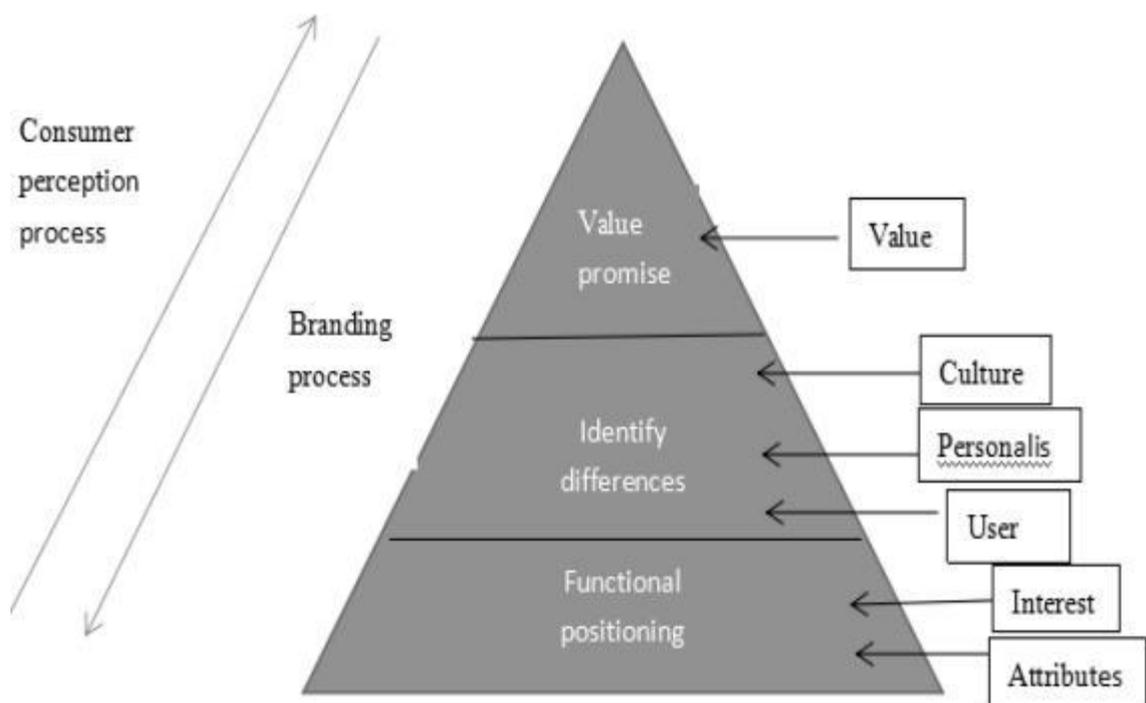
Figure 1- 10.The pyramid model of brand connotation

From the perspective of consumers' perception of the product, it is often from the brand's benefits and attribute experience to the brand's functional positioning. After that, it is only after realizing that the brand is unique in terms of users, culture, and personality. For example, consumers always appreciate the high performance of HUAWEI's mobile phones, and then agree with its market positioning, and associate

with the brand culture and corporate value behind it, and finally believe its value commitment after long-term accumulation.

From the perspective of corporate branding, it should focus on the value promise it makes, establish brand culture, sort out brand personality, target market, and design brand attributes and provide benefits from these aspects. Lead the brand's core value process with the core value of the brand to ensure the success of brand management.

From the history of brand development, the expansion of brand connotation has gone through three different stages, as shown in Figure 1- 10.
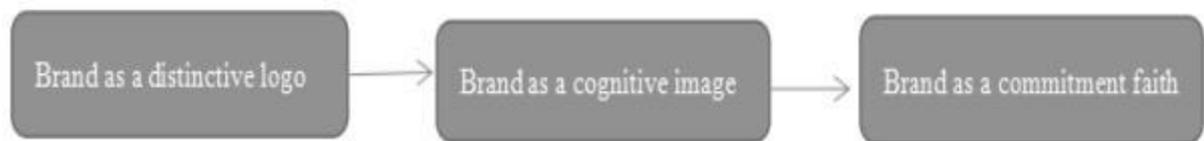
Figure 1- 11.Three stages model of brand connotation expansion

First, the brand serves as a distinctive logo. Its function is to act as a shorthand conformant, representing relevant information about the product. By remembering the brand, consumers can store a lot of product information in their minds. At this point, the brand has become a clue for their product memory search, and its connotation is concentrated in brand attributes and benefits.

Secondly, the brand serves as the recognition image. At this stage, the focus of attention of enterprises and consumers has shifted from the product itself to the brand image and personality.   They realized that the brand is not only used as a distinguishing mark, but also has a close connection with the production, manufacturing, and after-sales service of the sea products. At this time, the brand is

the representative of the overall image of the product. When the consumer buys the product, the brand can cause consumers to associate with the product's personality and culture. At the same time, some brands have gradually appeared in specific consumer groups.

Finally, the brand as a company's commitment and belief. At this stage, the brand reflects a lasting and credible value commitment related to the products and services of the company itself, and marks the source of the commitment. For example, Lucent's creed "Competitors may catch up with us one day, but the latest technology will always be in our hands." The implicit promise of value is to provide customers with the most technologically advanced products. The company puts forward this value promise and keeps it, thereby gradually forming customer loyalty to the brand.

It can be seen that the three stages of brand development correspond to the three levels of brand connotation. The meaning of the brand is continuously enriched with the development of the market and economy. Today, the connotation of the brand is more focused on the value experience of consumers. In today's information age, more emphasis is placed on experience and feelings. In addition to the degree to which a brand has demonstrated good strength, people are increasingly inclined to use the degree of participation and attention to evaluate the value of a brand and in its mind.

Key factors influencing consumer psychology in brand strategy

Every consumer is only willing to choose and accept some brands when buying. Enterprises can only grasp the target customers' psychological gap through the brand information output by the brand strategy, or tap into the target customers' psychological resources more effectively than competitors, thus occupying the important position of the target customers' psychological resources. This subtle psychological change is that there is only consumer perception and no objective facts. Consumers believe that the leader's innovative ability, product quality and business operations are all the most trustworthy. This is the power that truly directs the

purchase, not the so-called objective facts. For consumers, there is only one consumption standard, which is to recognize your brand value and identify you as the leader of the same industry and the same product. Such products can enter the consumer's psychological system and be given priority consideration. Through literature research and case analysis, this article analyzes how brand strategy wins consumer psychology and the key factors that win consumer psychology. It explains that the core of brand strategy is to win consumer psychology and the significance of brand strategy to consumer habits.

Identify competitors. Brand strategy establishes competitors' influence on consumer psychology, analyzes their own profit sources, and specifies effective competition strategies for them, turning profitable space into their own business. The brand strategy clarifies the source of profit by clarifying competitors, then wins the favor of consumers, wins loyal customers, and develops consumer spending habits.

Break down consumer psychology. The space for competition in the business actually lies in the consumer's psychology of choice. The brand strategy is successful by grasping the psychology of the consumer. Once it enters the mind of the consumer, the enterprise owns the consumer and gains profit. The essence of brand strategy is to transform consumers' perception of advanced competitors into consumers' attention and identification of new brands, so that the latter quickly enters the consumer's psychology and becomes a consumer choice and application choice.

Focus on segmented consumer psychology. Once the company has established the subdivided consumer psychology that it needs to occupy, it needs to keep focusing, because this is the full value of the brand to consumers. By focusing on the subdivided consumer psychology, the brand strategy ensures continued increase in consumer psychological identity and actively promotes the evolution of consumer behavior. Facing the increasingly competitive market environment,

companies must continue to promote evolution, consolidate competitive advantages, and maintain their brand's strong position in customer psychology.

The corporate brand shaped by brand strategy is the basic unit of competition. The unit of storage and memory in consumer psychology is the brand. If the brand strategy is focused on one type of brand, it will enjoy an expert advantage in consumer psychology. Conversely, if the brand strategy covers too many areas, it will easily cause customer's psychological confusion. Confused brand perception in consumers' minds, is often considered to be less trustworthy than professional brands, and ultimately abandoned by consumer psychology, causing damage to brand value.

In summary, the brand strategy is mainly based on the attributes of the product and the consumer's psychology has an impact on consumer spending habits. Brand strategy is to use the brand as a logo to distinguish other competing brands, form a cognitive image, be recognized by consumers, and reflect a durable and credible value commitment related to the products and services behind the brand. It can be said that brand strategy has created a certain product attribute in consumer perception. And win the consumer's psychology through the key factors that affect the consumer's consumer psychology, so as to promote the consumer's consumption behavior, so that the consumer forms a certain consumption habits, so the brand strategy has an important effect on consumers' consumption habits.

Conclusions to section 1

The purpose of this chapter is to clarify the basic concept of this research, analyze the current research status, the basis of research theories and methods, and clarify the research scope, research direction and research focus of this paper. This paper first discusses the concepts and types of brand management as a part of marketing science, and focuses on the definition and development process of university brands. Secondly, conduct a systematic review, collect relevant literature and data, sort out the relevant theories of brand management in the field of higher education, and determine the current research direction. Finally, the paper expounds

the basis of the relevant theories and methods. We focus on the classical theoretical models that are closely linked to this study, such as marketing and brand management. This chapter will provide the necessary theoretical and methodological support for this research.

SECTION 2.Analysis on the implementation path of brand strategy of backbone universities with regional characteristics -- taking HIST as an example

2.1Build a framework on the basis of university brand connotation

2.1.1 The internal connection between brand strategy and the connotation development of university

The internal fit of brand and university development.

Brand is a socio-economic phenomenon. Brand is the product of the development of commodity economy to a certain stage. The generation of brand marks the maturity of the concept in the process of commodity exchange. To simply define a brand, it refers to a name, symbol, symbol or design of a seller or service, highlighting its competitive advantage and being distinguished from its competitors.

However, with the continuous development of the society, the derivative of the brand is becoming more and more broad. It comes from products and services, but it has gone beyond the value of products and services themselves. For a brand, it has three basic functions: brand cognitive recognition function, brand screening and differentiation function, and additional value-added function of the brand. The cognitive recognition function of a brand is in the most direct part of the function of a brand, and its function is often reflected in consumers' cognition and understanding of a certain product or service, that is, the preliminary impression. This kind of function can be directly realized through the name, symbol or design of the product or service (in the form of the intuitive surface), improve the popularity of the product or service through the basic and simple function, and win the preliminary consumer groups. For the acquisition of consumers, only stay in the initial impression stage is completely not enough. At that time, the brand screening and differentiation function can provide consumers with a further choice space, in many products or services to choose the most consistent with their own requirements and unique "goods". And for the discrimination function, is very dependent on the product or service characteristics. Only a unique brand can prevent competitors from imitating. At the

same time, in the dazzling market environment, we can directly and effectively distinguish the target consumers with unique products and services, so as to gain the favor and trust of consumers. Finally, the additional value-added function of the brand. On the effective basis of the first two functions, the target customers can achieve the desired consumption at the same time, and obtain the higher level of value given by the product or service, which is the final function of the brand to play a role. In addition to the experience of "value for money", consumers also have the pleasure of "value for money", no doubt better grasp the heart of consumers. And the products or services can also gain the reputation and loyalty of the target consumers, and build a solid customer base for the following product development.

In today's rapidly developing information age, many social phenomena are abstracted, conceptualized and symbolized, and brands are no exception. In the social development, brands are not only limited to commercial brands, but also refer to city brands, university brands and other social brands. And this article focuses on the discussion is the university brand, specifically, should be the ordinary undergraduate university brand. The emergence of a university brand cannot be separated from the external environment of the place where the university is located. For example, the backbone university brand discussed in this paper is inseparable from the role of political, economic and cultural external factors in the place where the university belongs. Of course, in addition to the external environment, the generation of university brands also needs internal impetus. The development of university brand strategy is an inevitable choice to adapt to the social development, and it is an inevitable demand to build the university brand in the environment of the rapid development of China's higher education. With the gradual expansion of higher education activities and their influence, the market forces highlighted in higher education have gradually been valued by all sides of the society.

Chinese university from the elite to the popularization process, China's higher education development is facing a basic "dilemma", namely the government's public

spending budget increasingly nervous at the same time, the social parties to accept higher education and provide corresponding social services put forward higher requirements and look forward to, and the relative shortage of university funds directly caused by the relative shortage of campus resources has become a university development needs to break through the "bottleneck". Therefore, in the rapidly developing market environment, universities will inevitably seek other help and seek more high-quality resources for the construction and development of the university itself by turning to the society and the market. At present, the market mechanism has been introduced into the field of higher education. In such a context, the education system shows a new trend, that is, the consumer-led education system is gradually replacing the producer-led model, and the role of consumers in the field of higher education is becoming more and more obvious. How to promote the construction and development of universities in such an environment, the brand strategy just provides a bridge, and well connects and communicates between the universities of non-profit institutions and the market environment. Therefore, if universities can use the brand strategy in marketing according to their actual situation and actively and effectively refer to the business strategy of enterprises, it will produce greater benefits to their university teaching, scientific research and social services.

The connotation of the university brand.

According to the examination of the economic connotation of brand, the connotation of university brand can be divided into four levels. First, the representation information of the brand. A university brand is composed of a group of representation information such as name, noun, mark or design. This representation information must be the external reflection of the deep connotation of the brand, and must be consistent with the connotation of the brand.

Second, the deep connotation of the brand. The deep connotation of a brand refers to the values, cultural orientation, personality characteristics and university spirit reflected by the university brand. Only when a university brand has a profound connotation can it form a personality form.

Third, the brand identification function. The organic combination of the appearance and connotation of the university brand creates the special character of the university brand, and has a clear difference that cannot be confused with other university brands.

Fourth, consumer evaluation. The definition of a brand is ultimately completed by consumers, and a university brand is no exception. The construction of a university brand should be consumer-centered, pay attention to the perception and evaluation of consumers, and establish a lasting and stable relationship with it.

Through the connotation of the university brand analysis, can understand the university brand as a university in its own process of the public impression or give public evaluation, namely in the eyes of the public reputation and visibility, also in the school's identity, reputation as brand concentrated form of intangible assets, can reflect the university has characteristics, teaching quality, scientific research level, graduate quality evaluation in the social group and satisfaction. Although the university brand is more derived from an abstract psychological feeling, it is a kind of university psychological evaluation in the public mind. However, in the popularization of higher education today, the role of university brand is increasingly important. The quality of university brand can directly affect the development of universities, including the influence on school capital, school quality and student attraction.

The value of a university brand is becoming more and more important in the modern society. With a real university brand, this university can gain a dominant position in the fierce competition in the future. Through the literature collation and analysis, it can also be seen that the value of the university brand is mainly reflected in four levels.

First, university brand is conducive to university competitive advantage. Traditional universities are elite education mode. With the development of social economy, especially the arrival of informatization and knowledge-based, the society

needs a large number of knowledgeable workers. Only by meeting this demand can universities get their own development. The transformation of Chinese universities is precisely under this objective reality. Universities have shifted from elite education to mass education, from planning management to market operation, and from universities themselves to consumers themselves. The higher education market is gradually forming. In the competition of higher education market, how to obtain competitive advantages and the development of universities is a problem that every university has to face. Universities need to design and regulate their development path with more diverse and powerful market means. The implementation of the university brand strategy will help the university to solve many difficulties it faces. It will not only provide high-quality educational products and human resource products for the society, but also provide students and the society with deeper pursuit, world outlook, values, ideological innovation, cultural orientation and spiritual pursuit. When the university brand becomes a famous brand, it will become an important source of the core competitiveness of the university. Social resources will accelerate the aggregation of famous universities, and the charm of famous brands themselves will make consumers have incomparable loyalty. Famous universities developed to a certain extent can expand in many profit points.

Second, the university brand is conducive to the integration of the internal resources of the university. The effective implementation of the university brand strategy will fully integrate all kinds of resources within the university. First, integrate the intangible resources of the university. The educational idea of the university now. Educational purpose, educational content, educational mode, discipline construction, professional setting and management are all constructed on the basis of the planning system, which should be integrated with the comparison of modern university concept and management mode. Secondly, to integrate the tangible resources of the university. Unreasonable allocation of resources, low efficiency, poor efficiency and serious waste are the common problems in Chinese universities, which are also an important reason for some universities to be

uncompetitive. Universities need to integrate this with brand strategies to make resources more effective. Thirdly, the brand strategy of universities can improve the cohesion of universities. The good image and high reputation of the university brand make the character of the university and the spirit of the teachers to be effectively promoted, and also make the scientific research of the university has a more clear goal and guidance.

Third, university brands are conducive to the identification and selection of consumers. With the intensification of competition between universities and the gradual formation of buyer's market, the main body spirit and individuality of consumers will be more and more strongly expressed. The university brand strategy is conducive to accurately convey the positioning and characteristics of the university to consumers. Due to its integrity, clarity and unity, the brand strategy brings great convenience to the identification and choice of consumers, so that the supply and demand are more optimized matched.

Fourth, the university brand is conducive to the dissemination of information. The University is an institution that produces ideas and talent knowledge. Therefore, universities need to conduct extensive and in-depth information exchange and communication with the society. With its strengthening, clarity, unity and purpose of information, the brand has greatly strengthened the efficiency and quality of information dissemination, so that universities can actively approach and integrate into the society. In terms of absorbing the information, the brand, as a strategic tool, can better integrate the information.

It can be seen that a university brand is not only a brand term, but also a comprehensive reflection of the social status of a university. It is the social recognition degree accumulated in the development process of a university that can be retained across time and space in its name. Based on this connotation, this paper continues to scholars on the university connotation of the relevant literature of brand common analysis, can extract the university brand connotation of the four dimensions, namely government dimension, teachers and students, cultural heritage

dimension and scientific research and social service dimension (because the ultimate purpose of scientific research is to promote social services, so combined as a dimension), and as the theoretical basis and model analysis Angle.

2.1.2 Build the framework based on the connotation of the university brand

"First-class universities and disciplines of the world", referred to as "Double first-class" is another national strategy after the construction of "211 Project", "985 Project", "advantage discipline innovation platform" and "characteristics" in the field of higher education in China, which is conducive to the further unification, integration and deepening of China's higher education. Since the resumption of the college entrance examination in 1977, higher education has been continuously reformed and adjusted, going through two stages of university adjustment and the construction of key universities, the expansion of university enrollment and the construction of first-class universities. In the 1990s, Chinese universities launched a new round of "college adjustment" through merger, and the scale of some colleges expanded. In 1995, China began to implement the construction of about 100 institutions of higher learning and a number of key disciplines for the 21st century, namely "The 211 Project". In order to implement the strategy of rejuvenating the country through science and education, China has started to build a number of world-class universities and a number of universities with internationally renowned high-level research-oriented universities since 1998, namely "The 985 Project". In 2006, China launched the construction of an "innovation platform for superior disciplines". In 2010, the construction of "Key Discipline Project with Characteristics" was implemented. In 2015, the "Double First-class" construction project was officially implemented, and a series of national education strategy decisions implemented by the Chinese government —— were inherited and developed, showing the brand road of "characteristic" universities in China.

In the face of the huge challenges and opportunities formed by the domestic brand market, how should the Chinese government quickly expand itself with virtue and exert its brand strategy, so as to maximize the market share? That is, the "brand

dream" is needed to support the "Chinese dream". In the face of strong competition from overseas educational brands, the growth path and unique competitive advantages of Chinese brands need to rely on the history, culture and humanistic tradition behind China. The development of Chinese university brand need system thinking and strategic planning, need to rely on the history of Chinese humanities and product technology resources, based on China's social value identity system and life consumption concept, explore, create and develop with Chinese characteristics, and prove effective brand path, accumulate their own unique core competitive ability. As the largest developing country in the world and the second largest economy in the world, its education cause has also attracted the attention of scholars from all over the world. In the history of education in China, Chinese education industry develops rapidly in the 21st century.

With the implementation of "211", "985" and "Double First-class" projects, a number of powerful universities have developed, and in this process, it also shows the unique path of the development of Chinese universities ——— with the government as the core. First of all, this paper will establish the path analysis map and related models through the connotation analysis of university brands, and use the relevant data of Chinese representative first-class universities to verify the rationality of the model. Secondly, through the analysis of the background and brand construction process of the key construction universities in H Province and the selected case HIST universities, to explore the shortcomings of the brand construction of ordinary undergraduate universities in a certain region. Then, taking first-class universities as a reference, the data was analyzed and compared with HIST University in four dimensions, and found the gap between HIST universities and first-class universities in brand building. Finally, through a series of comparative analysis, the quantitative and qualitative analysis of the research data are conducted, and the development path of the brand hypothesis of ordinary undergraduate universities in a certain region is extracted, so as to provide reference and reference for the development of the brand hypothesis of other local universities.

This paper is based on the theory of the university brand connotation, through the main dimensions: government dimensions, dimension, cultural heritage, scientific research and social service dimension, to effectively combine the brand "input", "internal transformation value-added process", "output", "control" level, study the Chinese university brand implementation path, build the Chinese university brand implementation path model, to explore the "Chinese characteristics" brand path, as shown in Figure 2- 1, Figure 2-2. Based on the relevant theories, and according to their own research, through the close integration with the government engineering construction goals, the following model is proposed. The model is mainly divided into two parts, one is the generation road of Chinese university brands —— brand "input" and the road of utility —— brand "output"; the other is the specific analysis model of the implementation path of university brands. Part 1, brand "Input" and "output" (Figure 2- 1). From the model, we can intuitively understand that the "source" of the brand strength of Chinese universities comes from the government. To be precise, it is a series of engineering projects launched by the government, such as "985", "211", "Double First-class" and so on. Through the selection and screening of these engineering projects, the fittest survive, and the university group entering the sequence of government engineering projects can get the next step of "customs clearance secret key" of brand formation. Under the policy support system, with the increase of the government funding to the shortlisted university groups, the framework of the university will change, mainly reflected in the school facilities and equipment, enrollment quota / high-quality students, ranking / ranking, faculty strength, scientific research output and other dimensions, so as to accumulate strength for the generation of university brands. Brand "output". It can be seen from the model that through the "input" of the brand, that is, the road of brand generation, the utility of the university brand will begin. The way or way of the utility is equivalent to the university change link of the road of brand generation. It is mainly the campus facilities and equipment, enrollment, ranking, teachers, scientific research and other dimensions. Through the before and after changes of these dimensions, to

verify the achievement of the goal of the government's initial policy ——— is to achieve policy "feedback", promote the development of universities, and promote the universities to prepare for the next engineering construction sequence. The second part, the path analysis of "university brand Implementation" (Figure 2-2). Based on the relevant theories of university brand connotation, combined with the "double first-class" construction goal of "accelerate the modernization of higher education governance system and governance capacity, improve the innovation level of talent training, scientific research, social service and cultural inheritance", this paper proposes four dimensions: government dimension —— capital investment; teachers and students dimension —— faculty, enrollment; cultural inheritance —— university internal campus facilities, management level; scientific research and social service —— scientific research, educational efficiency and ranking. Under the background of "double first-class" construction, the paper analyzes the construction law of its university predecessor and discusses its current changes, so as to construct the "brand" model conforming to the development law of Chinese universities, and summarizes the development framework of the brand growth of Chinese universities.
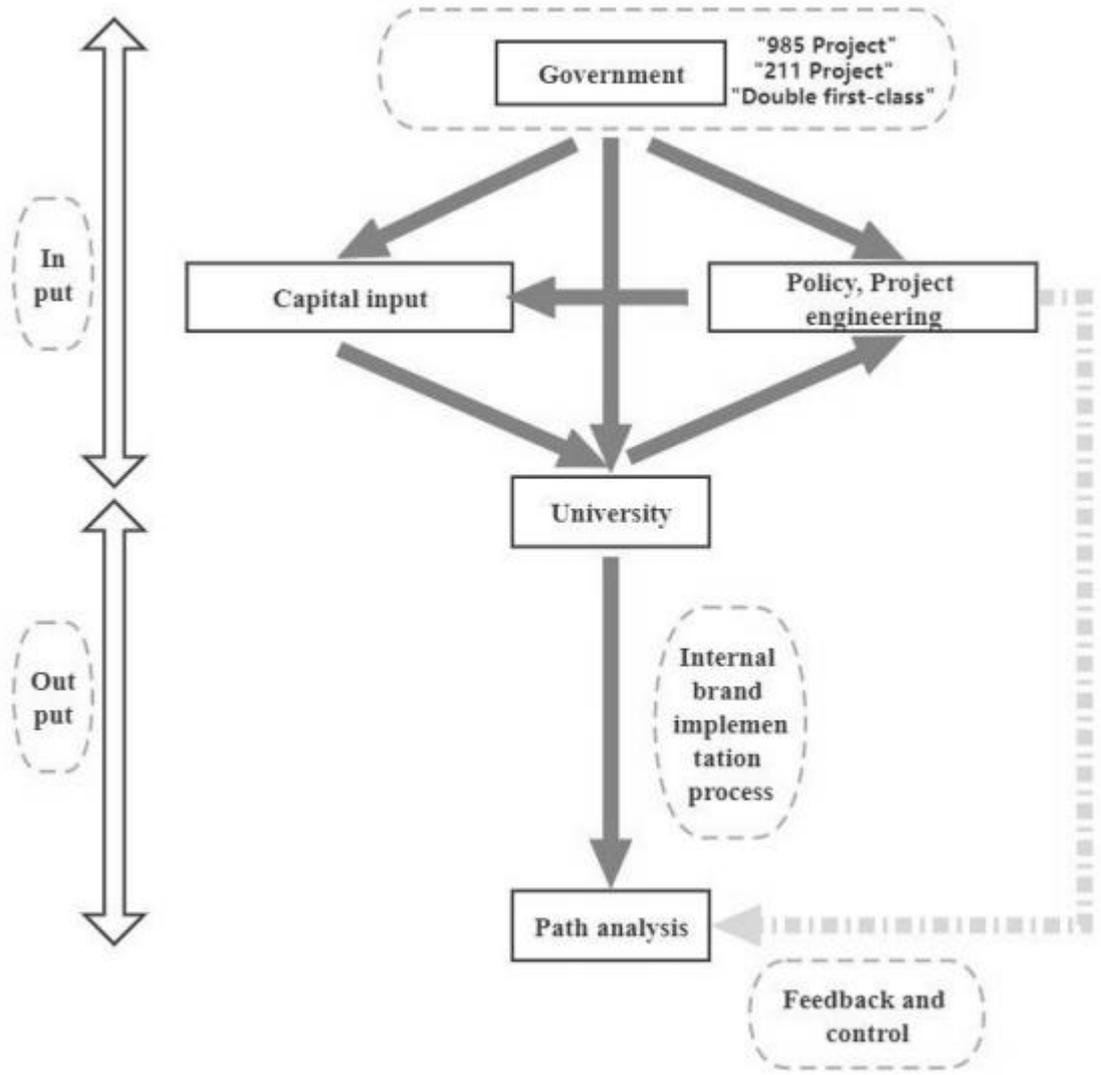
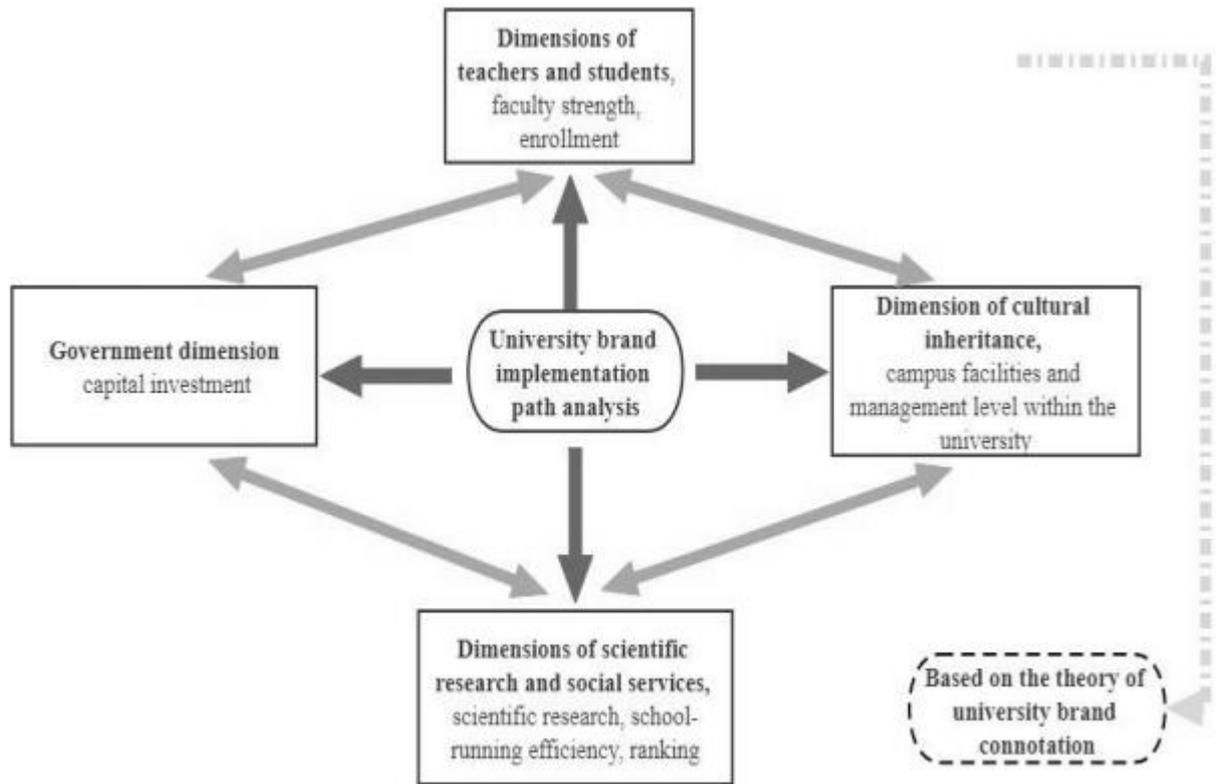Figure 2- 1.Path map of Chinese university brand implementation

Figure 2-2.Analysis chart of university brand implementation path

2.1.3 Build the analysis table with the university brand implementation path

Based on the above content, organize the framework and observation points in Table 2- 1. This paper puts forward can be used for empirical analysis of examples or list, to show the government engineering sequence in university utility, from four dimensions to illustrate the path of Chinese university brand development construction and brand model, and the non-engineering sequence of university reasonable comparison, trying to make reasonable speculation —— did not enter the engineering sequence according to the four dimensions constantly improve themselves, build their own brand path, so as to prepare for entering the government engineering sequence.(The framework presents a logical period —— forward / backward push)

Table2- 1.University brand implementation path analysis framework

Primary frame	Secondary framework	Primary observation point
Government dimension	Government investment	Science and technology expenditure
Dimensions of teachers and students	Faculty strength	Efficiency of university teachers, national talents in universities
	Recruitment work	The proportion of bachelor, master and doctor
Dimension of cultural inheritance	Campus facilities within the university	Library construction
Dimensions of scientific and social services	Scientific research	Scientific and technological projects and research funds
		Scientific research achievements, awards and patents
		Scientific research paper
	School-running benefit	Amount created by technology transfer

2.1.4 The rationality analysis of the brand implementation path model

The C9 Alliance is the first university alliance between top universities in China. The alliance includes nine universities, including Peking University, Tsinghua University, Zhejiang University, Fudan University, Shanghai Jiao Tong University, Nanjing University, University of Science and Technology of China, Xi'an Jiaotong University and Harbin Institute of Technology. Its development model, development path, talent training and other aspects are the target of many Chinese universities. Centering on the connotation of university brand, this paper analyzes the brand implementation road of "C9 Alliance" university to prove the rationality of the model observation point proposed in this paper, and on this basis, puts forward reference suggestions on the implementation path of ordinary undergraduate university brand.

Since the founding of the People's Republic of China, Chinese universities have

had a relatively single source of funding and basically relied on government financial allocation. The biggest benefit of this kind of funding funds is that it can guarantee the most basic funds for the development of universities. Although there are potential problems, this paper mainly discusses the path of university brand construction, so we ignore the research on other issues. For the universities selected for the government construction project sequence, China adopts the form of funding by university level, which is obviously different from that of developed countries. The US is negotiated grant, formula grant, and performance grant; France, the Netherlands; Japan is one; Britain is formula grant and performance grant two . So in the form of Chinese government direct funding, it is with colleges and universities in the government construction project sequence has a great relationship, in the government sequence project means is the construction of national key support, compared with the selected project in colleges and universities, they have various development advantages, one of which is reflected in the national finance for its science and technology funds "extra care". By sorting out the changes in the government investment in science and technology of all the universities ("C9" in the "double first-class" construction, as shown in Table 2-2, we can find that the number of funding to the government project sequence will far exceed that of the schools that are not included in the project sequence.

As is known to all, the amount of scientific and technological funds directly affects a school's scientific research input and scientific research output, thus affecting the comprehensive strength of the school. It can be seen that entering the government engineering sequence and obtaining direct funding from the government will be the most important source of strength for brand building, and also the first step in the construction of an excellent university in China. Therefore, the framework analysis under the government dimension has its rationality and scientificity.

Table2- 2.List of science and technology funding of different types of universities

| Year | Type of university/Total amount of average scientific research expenditure | | Multiple [(1)/(2)] |
	" 211 "and Universities jointly Built by Provinces and Ministries (1)	Non-" 211 "and provincial and Ministry Co-funded undergraduate universities (2)	
2012	666976. 26	54612. 31	12. 21
2013	731836. 08	60141. 71	12. 17
2014	753705. 69	62348. 13	12. 09
2015	753652. 37	61826. 61	12. 19
2016	830704. 23	53938. 23	15. 40
2017	917292. 35	56458. 01	16. 25
2018	1036757. 30	64421. 63	16. 09
2019	1181934. 85	75319. 52	15. 69
2020	1365244. 57	95861. 86	14. 24
2021	1415484. 84	96649. 48	14. 65
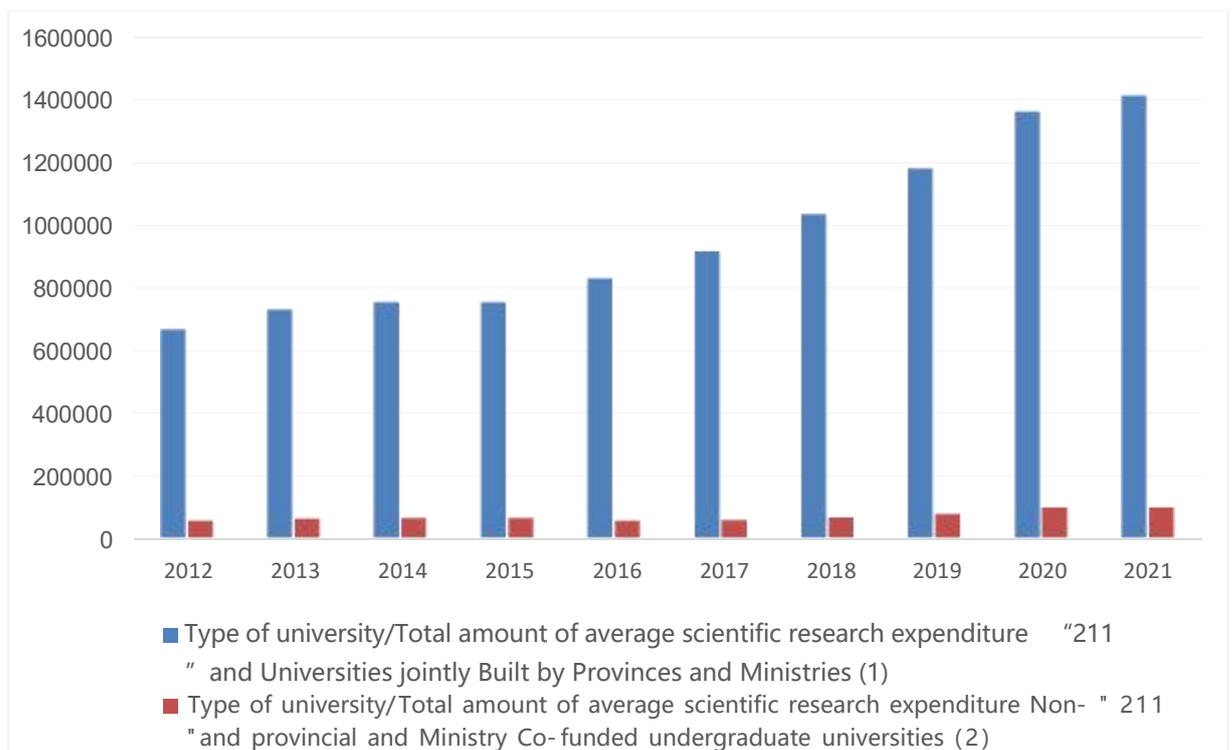
Figure 2-3. Comparison of sscience and technology funding of different types of universities

According to the analysis of universities entering the government project sequence, China has 112 "211" universities , and all these schools are selected in the "double first-class" construction list (world-class universities, first-class disciplines). Among the more than 1,700 institutions of higher learning in China, these 100 universities account for less than 6%, but they undertake about 80% of doctoral students, 60% of master's students, 50% of international students and 30% of undergraduate students. At the same time, less than 6 percent of the universities have 85 percent of the national key disciplines and 96 percent of the key laboratories, accounting for 70 percent of the national research funding. However, the "C9" alliance universities selected in this chapter are the representatives of China's top universities. In China, the number of universities only account for 1%, but they account for nearly one-third of the annual national research funding and nearly 50% of the state key laboratories, and 20% of the master's students and 30% of the doctoral students. Therefore, some education experts have said that the "C9" alliance monopolizes the top educational resources and the top excellent talents in China.

From the above analysis, we can indeed find that the strength of these universities in China, and such universities are exactly the goal of the local key universities. Similarly, these schools as research objects are analyzed and processed according to the framework of the architecture to verify the rationality of the model, which has good practical significance. It can be analyzed from the above data that in terms of enrollment strength, the universities selected in the engineering sequence far exceed the undergraduate universities that are not selected in the engineering sequence. Accordingly, in the Chinese university market, the admission opportunities of government engineering sequence universities (such as "double first-class", "211", "985", etc.) can reflect the opportunities of candidates to enter high-quality universities.

The teacher efficiency ranking of Chinese universities (top 100) is divided into sales score, total number of teachers, total score of teaching and research, and provincial ranking. Analysis and research in 2014-2018 (considering that the analysis should include different engineering sequences, involving both "211 Project", "985 Project" and the current "double first-class" construction project, so the time span is selected in this paper), the TOP100 distribution of the work efficiency of Chinese university teachers (Table 2-3). Into the government engineering sequence of university ("C9" universities included) in the top 100 occupied about 82.2, and basic located in the forefront, which said the engineering sequence of teachers efficiency and teaching and scientific research total score relative to other cost engineering sequence of colleges and universities is higher, at the same time also can reasonable speculation: into the engineering sequence of colleges and universities is proportional to the degree of teacher efficiency. At the same time, it shows that teacher efficiency is also one of the ways for a high-quality university to build its brand. Therefore, the framework analysis under the dimension of teachers and students has its rationality.

Table2- 3.List of work efficiency of Chinese university teachers （2017 to 2021）

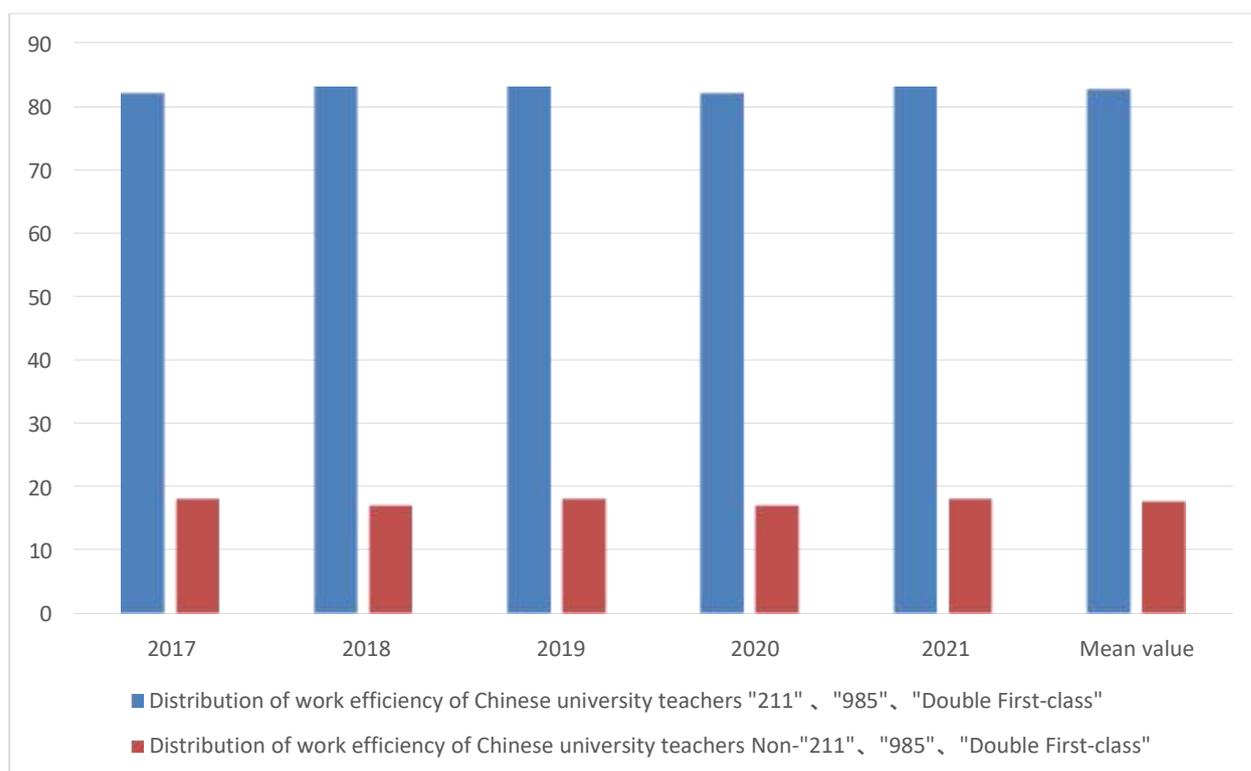| Year	Distribution of work efficiency of Chinese university teachers		Multiple [(1)/(2)]
	"211" 、 "985"、 "Double First-class"	Non-"211" 、 "985" 、 "Double First-class"	
2017	82	18	4.56
2018	83	17	4.88
2019	83	18	4.61
2020	82	17	4.82
2021	83	18	4.61
Mean value	82.6	17.6	4.69

Figure 2-4.Comparison of work efficiency of Chinese university teachers （2017 to 2021）

In this paper, "2017 national youth project one thousand plan" officially selected personnel (greater than or equal to 5) the unit found that remove not universities of Zhejiang west lake higher institute, China institute of engineering physics, found that "double top" project in colleges and universities in TOP34

accounted for 31, talent ratio is very high university tendency. Among the "C9" alliance universities, 49 of Tsinghua University were selected, ranking first; followed by Zhejiang University 33 of Fudan University 33,25 of Peking University and 23 of Shanghai Jiaotong University were selected as "National Thousand Talents Plan Youth Project", which shows the faculty of "C9" alliance universities (Table 2-4) . Therefore, the analysis framework of the teacher-student dimension has its scientific nature.

Table2- 4.List of the number of teachers enrolled in the"National Thousand Talents Program Youth Program"

University	Number of candidates	Category	Ranking
Tsinghua University	49	Double First-class	18
Zhejiang University	38	Double First-class	19
Fudan University	33	Double First-class	20
Peking University	25	Double First-class	22
Shanghai Jiao Tong University	25	Double First-class	23
University of Science and Technology of China	23	Double First-class	25
Nanjing University	15	Double First-class	27
Xi 'an Jiaotong University	12	Double First-class	31

Library area in this dimension, we mainly take the internal campus facilities

—— Library as the core observation point, and study the top 10 libraries (Table 2-5) and the top 30 books collection (Table 2-6). As a "knowledge reserve bank" of a university, the library plays a very important role. In this paper, the library is placed in the internal process of the university, mainly to explain the strength of the university based on the degree of library construction. We plan to assume that there is a close connection between the library construction and the engineering sequence of libraries, and confirm the relationship between the two through research and statistics. Library area in a certain extent represents the basic level of university cultural heritage, from table 3-5 library area of the top 10 analysis, can be found "C9" alliance universities occupy two, respectively is ranked sixth in Beijing university library and seventh of Zhejiang university library, but all the universities are "double top" colleges and universities. This can well show that first-class universities also attach great importance to the construction of libraries.

Table2- 5. List of library areas

Ranking	University	Library area (square meters)	Category
1	Xiamen University	135,000	Double First-class
2	Sun Yat-sen University	About 110,000	Double First-class
3	Jilin University	97,600	Double First-class
4	Wuhan University	94,700	Double First-class
5	Guizhou University	90,000	Double First-class
6	Peking University	About 90,000	Double First-class
7	Zhejiang University	86,000	Double First-class
8	Zhengzhou University	84,000	Double First-class
9	Dalian University of Technology	83,000	Double First-class
10	Jinan University	80,100	Double First-class

Library collection list —— Facilities construction strength In general, people may ignore the comparison of the library area and the book collection, and focus more on the academic ability of the library. However, the library as the biggest source of academic knowledge (electronic way or paper books), its excellent environment construction and rich collection of books are the best explanation for the knowledge reserve ability of a high-quality university. Through on the table 2-6 school library list the top 20 analysis, can be found "C9" alliance university for 6, respectively is 1 of Zhejiang university library, third library of Beijing university, 9 of sun yat-sen university library, 10 of Nanjing university library, 12 of tsinghua university library, 19 xi'an jiaotong university library. The library ranking of the alliance universities is also very high, which just reflects the pursuit of first-class universities for library construction.

Through the above library area and the collection of colleges and universities, can draw the preliminary conclusion, high quality university, the strength of the library also must be its powerful weapon, so, the construction of the library as a core observation point of university brand, also has its great value, namely the high quality brand university and library strength is mutually necessary and sufficient conditions. To sum up, the use of infrastructure as an analytical framework for cultural inheritance has its rationality.

Table2- 6. List of Library collection

Ranking	University	Library collection (ten thousand)
1	Zhejiang University	618
2	Jilin University	544
3	Peking University	535
4	Wuhan University	535
5	Zhengzhou University	530
6	Sichuan University	484
7	Xiamen University Jiakeng College	460
8	Sun Yat-sen University	435
9	Fudan University	433
10	Nanjing University	419
11	Hunan University	400
12	Tsinghua University	400
13	Hebei University	380
14	Southwest University	380
15	Southwest Agricultural University	380
16	Shandong University	380
17	Southwest University of Science and Technology	375
18	Shanghai University	357
19	Xi 'an Jiaotong University	356
20	Hebei Normal University	355

Scientific research and social service dimensions. In this dimension, scientific research is mainly taken as the monitoring point, including the number of scientific and technological projects, the number of scientific research achievements, the number of national awards, and the number of academic papers published in foreign and national journals. This paper shows that the number of science and technology projects and the number of academic papers published in foreign and national journals are both representative and illustrative two framework dimensions,

which can reflect the gap between learning and innovation in universities scientifically and reasonably. Similarly, taking the "C9 Alliance" universities as the object of analysis, and analyzing the changes of scientific research in the five years, we can see the obvious differences between the "211", "985" alliance "and" double first-class "universities and" 211 "," 985 "and" double first-class " universities from 2017 to 2021, as shown in figure 2-5 and figure 2-6. In conclusion, scientific research and model analysis under the dimension of social services have their rationality.

Table 2-7.Number of scientific and technological projects of different types of universities（2017 to 2021）

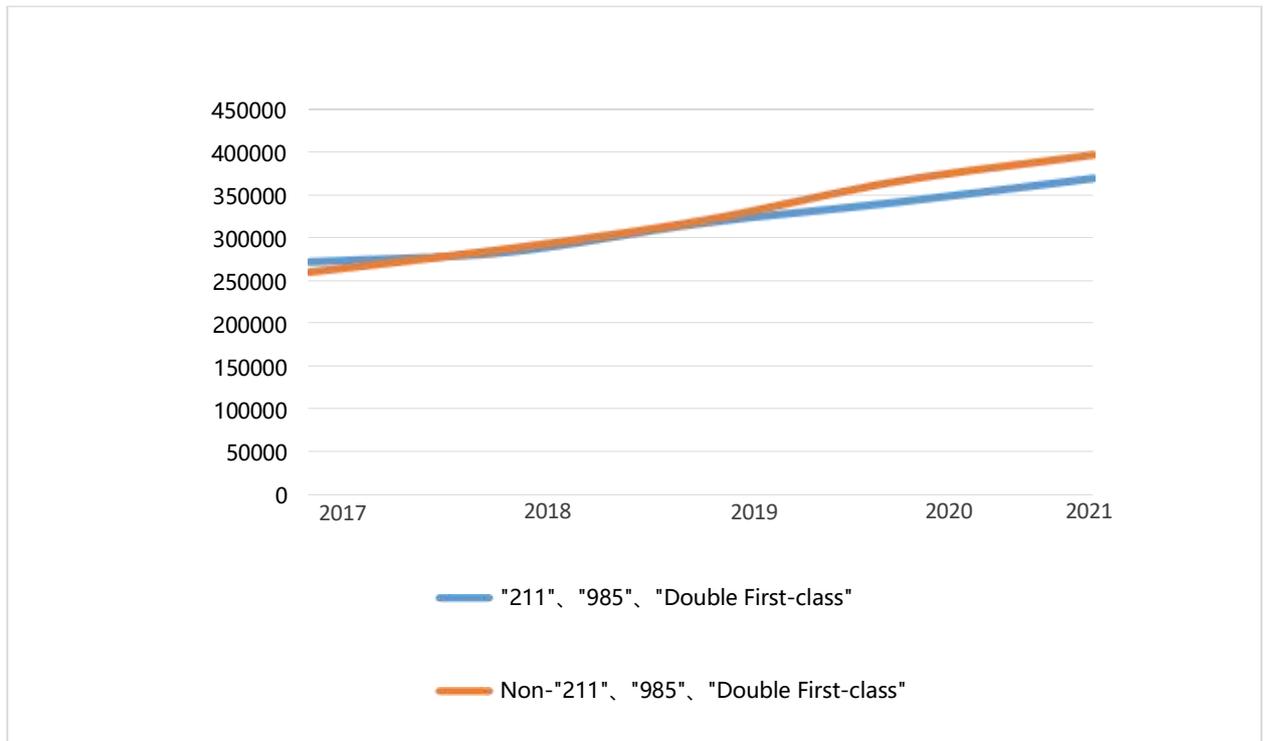| Year	"211"、"985"、"Double First-class"（items）	Non-"211"、"985"、"Double First-class"（items）
2017	270893	258779
2018	282236	286062
2019	316709	319770
2020	341815	366545
2021	370034	397935

Figure 2-5.Comparison of the number of science and technology projects in different

types of universities

Table 2-8. Number of academic papers published in foreign and national journals of different types of universities （2017 to 2021）

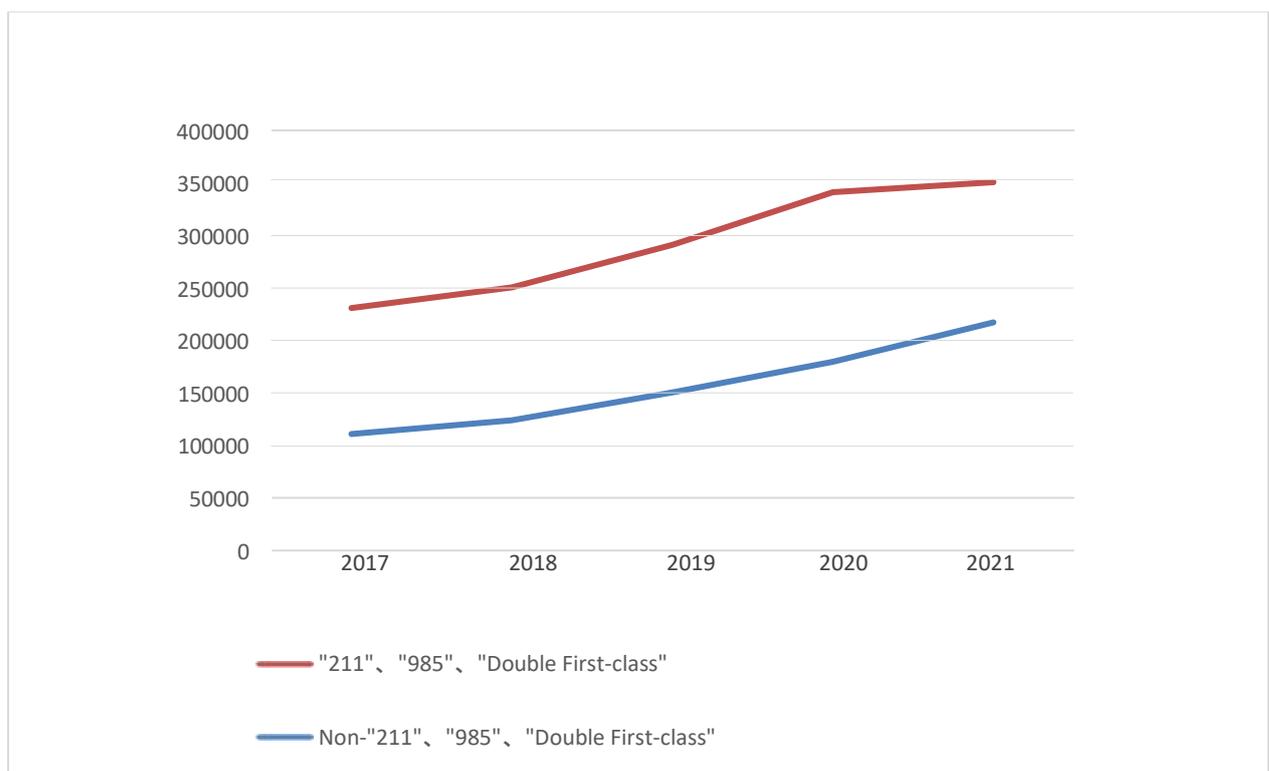| Year	"211" 、 "985" 、 "Double First-class"	Non-"211" 、 "985" 、 "Double First-class"
2017	231107	111092
2018	250575	124119
2019	291408	150854
2020	341277	179616
2021	350839	217411

Figure 2-6. Comparison of the number of academic papers published in foreign and national journals in different types of universities

To sum up, the relevant data of "C9" alliance can be analyzed and supported by the four dimensions and the corresponding framework. The university brand implementation path model constructed in this paper is feasible and has high reference potential, and can be reasonably applied to the university analysis in the

later text. At the same time, "C9" Alliance University, as the representative of China's top universities, is the target level that all Chinese universities are committed to achieve. The brand implementation path shown by the alliance universities also provides necessary reference for the brand construction of ordinary undergraduate universities. Through reasonable comparison, the gap between the regional ordinary undergraduate universities and the top universities in the process of brand construction is analyzed, laying a foundation for the implementation path proposed in the later article.

2.2 Construction background of characteristic backbone universities in Henan Province.

Before one, China has built the world's largest higher education system, Since 2015, Under the promotion of the national "Double first-class" construction plan, The Ministry of Education, the National Development and Reform Commission and the Ministry of Finance also put forward the Guiding Opinions on Guiding some Local Ordinary Undergraduate Universities to transform into Application, To guide university development to actively adapt to the new normal of China's economic development, Proactively integrate into industrial transformation and upgrading and innovation-driven development, Adhere to the pilot guidance, demonstration and promotion, Change the concept of development, To strengthen the impetus for reform, Strengthen the evaluation and guidance, Promoting the transformation and development of the idea of running a university to serving the regional economic and social development, Transfer to industry-education integration and school-enterprise cooperation, To train applied technical and skilled talents, To enhance students' ability to find employment and entrepreneurship, We will comprehensively improve the ability of universities to serve regional economic and social development and innovation-driven development. Provinces (cities, districts) adhere to the guiding principle of classification and divide the types of provincial universities accordingly. There are mainly three types of provincial universities: first, universities selected in national "double first-class" construction, mainly comprehensive research

universities or industrial research universities; second, local backbone universities, local high-level universities, applied research universities, mainly industry or regional universities; third, application technology universities, private universities and independent colleges since 2000.

In this background, in 2015, Henan province department of education issued "about promoting the development of ordinary higher school classification guidance", put forward to serve the country to promote first-class university and first-class discipline construction strategy, to overcome the ordinary higher university function orientation convergence, characteristics is not obvious, the phenomenon such as homogeneity, guide colleges and universities in different levels, different fields do characteristics, first-class, promote the development of university classification. It is pointed out that based on the diversified needs of talents for economic and social development and industrial transformation and upgrading, a higher education system with Henan characteristics with clear categories, reasonable structure and facing the diversified needs of economic and social development and human resources market, so as to comprehensively improve the ability to serve the economic and social development.

In September 2018, Henan Province issued several Opinions on Supporting the "Double First-Class" Construction of Zhengzhou University and Henan University, providing all-round guarantee from the aspects of funding input, talent team construction, platform construction, resource integration, system and mechanism innovation, and external resource construction. Zhengzhou University and Henan University have also formulated specific "double first-class" construction plans to strengthen the construction of first-class universities and first-class disciplines. After three years of construction, remarkable achievements have been made, the first phase of construction has been successfully completed, and the ranking in the national universities has been improved.

2.2.1 Characteristics and difficulties of backbone universities with Henan characteristics.

While strengthening the construction of "double first-class" in Zhengzhou University and Henan University, Henan province actively implements the construction strategy of classified development of colleges and universities. On the basis of further improving the system and mechanism of the construction of high-level comprehensive universities and applied technology type universities, Henan province has launched the construction project of characteristic key universities and characteristic key disciplines. Under the influence of a series of policies, the key construction of Henan province university for further development, proved that the government dimension of university brand construction road, through the government policy to provide local high quality university development of fertile soil, at the same time create positive and effective resource environment to focus on local university brand construction level.

In February 2020, in order to concentrate on the construction of a batch of industry characteristic, advantage characteristics of backbone university, Henan province will formally 9 characteristic backbone university construction project, specific is: Henan Agricultural University, Henan Normal University, Henan University of Science and Technology, Henan Polytechnic University, Henan University of Economics and Law, North China University of Water Resources and Electric, Henan University of Chinese Medicine, Henan University of Technology，Zhengzhou University of Light Industry. The characteristics of the 9 characteristic backbone universities are sorted out, and they mainly have the following five characteristics.

Table 2-9. The characteristics of nine characteristic backbone universities in Henan Province

University	The development history of the university	Characteristic
Henan Agricultural University	Originating from Henan University, which was founded in 1902, it has gone through the stages of Henan Institute of Higher Learning, Henan Institute of Higher Learning, Henan Public Special School of Agriculture, the Fifth National Sun Yat-sen University of Agriculture, and the College of Agriculture of Henan University. In 1952, it was re-established as an independent institution and renamed Henan Agricultural College. December 1984 It was renamed Henan Agricultural University. In September 2009, it became the first provincial agricultural college jointly established by the Ministry of Agriculture and the local provincial government. In November 2012, it became a university jointly built by the State Forestry Administration and the provincial government. 7 post-doctoral research stations; 10 doctoral degree authorized first-level disciplines, 1 doctoral professional degree category; 18 master degree authorized first-level disciplines, 17 master professional degree categories.	1.long history . 2.Colleges and universities jointly built by provinces and ministries or affiliated to provinces . 3.There are mobile stations for master's and doctor's degrees. 4.It has state key disciplines and key laboratories.

Henan Normal University	Zhengzhou University (the predecessor of the former National Henan University) was founded in 1923 and Pingyuan Normal College was founded in 1951. It went through the stages of the Second School of Henan Normal College, the Second School of Henan Normal College and Xinxiang Normal College. It was named Henan Normal University in 1985. It has 32 first-level disciplines authorized for master's degree, 21 professional master's degree categories, 10 first-level disciplines authorized for doctor's degree, 1 professional doctoral degree category, and 7 post-doctoral research mobile stations.	1.long history . 2.Colleges and universities jointly built by provinces and ministries or affiliated to provinces . 3.There are mobile stations for master's and doctor's degrees. 4.It has state key disciplines and key laboratories.
Henan University of Science and Technology	Was founded in Beijing in 1952. In 1956, in response to the national industrial base construction layout needs to move to Luoyang. 1958 It was renamed Luoyang Institute of Technology under the Ministry of State Machinery Industry. In 1998, it was transferred to Henan Province. In 2002, in order to optimize the structure and layout of higher education in Henan province, Henan Provincial Party Committee and provincial government reported to the Ministry of Education and approved the merger of Luo gong, Luo yi and Luo nong University of Science and Technology. It has 98 undergraduate specialties, 7 first-level doctoral degree programs, 1 doctoral degree programs, 41	1.Colleges and universities jointly built by provinces and ministries or affiliated to provinces . 2.There are mobile stations for master's and doctor's degrees. 3.It has state key disciplines and key laboratories. 4.In the early days, several large schools merged and now

Henan Polytechnic University	first-level master degree programs, and 24 professional master degree programs. Founded in 1909, Jiaozuo Road and Mining School became the first mining institution of higher learning in China and the earliest institution of higher learning in Henan Province. The university has gone through such important historical periods as Fuzhong University of Mining and Technology, private College of Jiaozuo Engineering, National Northwest Institute of Technology, National College of Jiaozuo Engineering, Jiaozuo Mining Institute and Jiaozuo Engineering Institute. In 2004, the university was renamed Henan Polytechnic University. It is a key university with characteristics of Henan Province jointly built by the central government and local governments and mainly managed by local governments. Henan Provincial People's Government and the former State Administration of Work Safety co-built a university, one of the national "Central and Western universities Basic Capacity Construction Project".	have multiple campuses. 1.long history . 2.Colleges and universities jointly built by provinces and ministries or affiliated to provinces . 3.There are mobile stations for master's and doctor's degrees. 4.It has state key disciplines and key laboratories. 5.In the early days, several large schools merged and now have multiple campuses.

Henan University of Economics and Law	The school was founded in 1948. There are three campuses, namely Zhengdong Campus, Wenbei Campus and Wennan Campus, covering an area of more than 2000 mu, with a total construction area of more than 1.1 million square meters. The University now has 26 teaching departments and 66 undergraduate programs.	1. Colleges and universities jointly built by provinces and ministries or affiliated to provinces . 2.There are mobile stations for master's and doctor's degrees. 3.It has state key disciplines and key laboratories. 4.In the early days, several large schools merged and now have multiple campuses.
North China University of Water Resources and Electric Power	It originated from the Water Conservancy School of the Ministry of Water Resources of the Central People's Government founded in Beijing in 1951, and was renamed Beijing Water Conservancy School of the Ministry of Water Resources in 1954. 1958 Beijing Hydropower School and Beijing Hydropower Correspondence College were merged to form Beijing Institute of Water Resources and Hydropower. 1969 It was moved to Yuecheng Reservoir, Cixian County, Hebei Province. In 1971, it was renamed Hebei Institute of Water	1.Colleges and universities jointly built by provinces and ministries or affiliated to provinces . 2.There are mobile stations for master's and doctor's degrees. 3.It has state key disciplines and key laboratories.

Resources and Hydropower. In 1977, it was moved to Handan City, Hebei Province and renamed North China Institute of Water Resources and Hydropower in 1978. In 1990, the school was transferred to Zhengzhou, Henan Province. In 2000, it was transferred to Henan Province by the Ministry of Water Resources. In 2009, the Ministry of Water Resources and Henan Provincial government signed a strategic agreement to build North China Institute of Water Resources and Hydropower. 2013 It was renamed North China University of Water Resources and Electric Power. In 2021, it will be selected as a "double first-class" discipline university in Henan Province. There are 4 first-level disciplines authorized for doctoral degrees and 38 first-level disciplines and fields authorized for master degrees.

| Henan University of Chinese Medicine | Founded in 1958, it is one of the earliest Chinese medicine institutions of higher learning in China. Its predecessor was the Henan School of Traditional Chinese Medicine in Kaifeng in 1955. The university is located in the provincial capital of Zhengzhou. It has 5 campuses, namely Longzihu Campus, Dongming Road Campus, Renmin Road Campus, Dongfeng Road Campus and Wenhua Road Campus, covering an area of 1565.2 mu. The total value of teaching and research equipment is 654 million | 1.Colleges and universities jointly built by provinces and ministries or affiliated to provinces . 2.There are mobile stations for master's and doctor's degrees. 3.It has state key disciplines and |

	yuan. Henan Provincial People's Government and the State Administration of Traditional Chinese Medicine co-built the university.	key laboratories. 4.In the early days, several large schools merged and now have multiple campuses.
Henan University of Technology	Founded in 1956, it is a university jointly built by Henan Provincial People's Government and the National Food and Strategic Reserves Administration under the jurisdiction of the Ministry of Food, the Ministry of Commerce and the Ministry of Domestic Trade successively. It began undergraduate education in 1959, postgraduate education in 1981, and doctoral education in 2013. In 2017, it was approved as an exemption for postgraduate students, and in 2018, it was approved as a doctoral degree-granting institution.	1.Colleges and universities jointly built by provinces and ministries or affiliated to provinces . 2.There are mobile stations for master's and doctor's degrees. 3.It has state key disciplines and key laboratories.
Zhengzhou University of Light Industry	Founded in 1977, the former subordinate to the State Light Industry Ministry. In 1998, it was jointly built by the central government and Henan Province, and mainly managed by Henan Province. In 2011, it became a university co-established by Henan Provincial People's Government and State Tobacco Monopoly Administration. In 2018, it was designated as the key project construction unit for doctoral degree awarding in Henan Province. In December 2018, approved by the	1.Colleges and universities jointly built by provinces and ministries or affiliated to provinces . 2.There are mobile stations for master's and doctor's degrees. 3.It has state key disciplines and

Ministry of Education, Zhengzhou Light Industry College was renamed Zhengzhou Light Industry University. Existing science school District, Dongfeng campus and Yuzhou practice training base, covers an area of more than 2200 mu. Now there are more than 30,000 full-time undergraduates and postgraduates. Food science and engineering, chemical engineering and technology first-level discipline doctoral programs.

key laboratories.

First, the key government support. The development level of higher education is an important symbol to measure the development level and development potential of a country, as well as an important support for improving the level of regional economic development and comprehensive competitiveness. As a high-level university jointly built by the provincial government and the Ministry of Education or other ministries (commissions, bureaus), the university shows the support of local governments for higher education. Henan province government successively with the Ministry of Education, the Ministry of agriculture, Ministry of Water Resources, the state administration of production safety supervision and administration, national defense science, technology and industry bureau, the original national grain bureau, state administration of traditional Chinese medicine of Henan Normal University, Henan Agricultural University, north China university of water conservancy and hydropower, Henan Polytechnic University, Henan University of Science and Technology, Henan Polytechnic University, Henan University of Chinese Medicine. The "nine universities" have not only been strongly guaranteed by provincial governments in terms of funding input, discipline construction, talent introduction, debt reduction and other aspects, but also been strongly supported by the industry

authorities in horizontal projects, research and development platforms, and mechanism innovation and other aspects, with a good school-running environment.

Second, the school has a long history. After a long-term development. The backbone universities with local characteristics have gradually formed their own philosophy, goal, mode and characteristics, and their talent training quality, scientific research level, social service ability, university governance ability, university culture and social reputation have gradually been recognized by the society. Since 2000, with the large-scale expansion of university enrollment and the rapid development of private higher education, a number of local ordinary undergraduate universities and private universities have been established. A long undergraduate history is the foundation for the development of backbone universities with local characteristics. Among the "9 universities", some are the undergraduate universities established before the reform and opening up, such as Henan Agricultural University, Henan Normal University, Henan University of Chinese Medicine; the other part are the undergraduate universities transferred by the higher education management system reform around 2000, such as the Henan Polytechnic University transferred by the former Ministry of Coal Industry, Henan University of Science and Technology transferred from the former Ministry of Machinery Industry, North China University of Water Resources and Hydropower, and the Henan Polytechnic University transferred by the former Ministry of Domestic Trade. The "nine universities" have all had more than 60 years of undergraduate education.

Third, we have a solid disciplinary foundation. Subject is the division of knowledge, the basic element of a university, and the basic carrier for a university to play the functions of talent training, scientific research and social service. The level of discipline construction determines the level of university development. As a key provincial construction university, backbone universities with local characteristics generally have a good foundation for discipline construction and a complete

bachelor's, master's and doctor's degree awarding system. Graduate training accounts for a certain proportion in the educational structure, and the overall strength of the discipline is strong among similar universities. For example, the "nine universities" have carried out master's education earlier. Among them, the predecessors of Henan Agricultural University, North China University of Water Resources and Hydro Power and Henan University of Chinese Medicine are among the first batch of master's degree awarding units approved by The State Council in 1981, and all of them have the right to confer doctoral degrees. The fourth round of discipline evaluation carried out by the Center for Academic Degree and Graduate Education Development of the Ministry of Education is a non-administrative and service evaluation carried out by a third party, with high university participation and strong authority. According to the evaluation results, "9 universities" show good discipline accumulation, and one or more disciplines have significant advantages. There are A total of 18 disciplines in the B level, among which 17 of them have doctoral degree authorization points of first-level disciplines. The safety science and engineering disciplines of Henan Polytechnic University have entered the A-level.

Fourth, the industry characteristics are obvious. Universities with industry characteristics originally refer to those universities that originated from the industry management and are mainly under the management by the Ministry of Education. ② After nearly 20 years of development, the connotation and extension of universities with industry characteristics have been expanded, and the local universities established and developed by the industry are also called universities with industry characteristics. Most of the key disciplines of local universities are based on the industry, and talent training and scientific research mainly serve the development of the industry, and have a high dependence on the industry. For example, Henan Polytechnic University of safety science and engineering, mining engineering and other disciplines based on long-term service coal industry, Henan Agricultural University of agricultural engineering, crops, veterinary, landscape architecture disciplines are derived from agriculture, Henan University of Science and

Technology of mechanical engineering, material science and engineering, control science and engineering disciplines from machinery industry, north China university of water conservancy and water conservancy engineering disciplines from water conservancy industry, Henan Polytechnic University of food science and engineering disciplines from the food industry. The industry characteristics of the local characteristic backbone universities are also reflected in the undergraduate teaching reform. From the last four National Higher Education Teaching Achievement Awards, all the four second prizes of Henan Agricultural University are from the field of agricultural education; 6 of the 7 second prizes of Henan Normal University are from the field of normal education; research of the Reform and Practice of the Engineering Ability of Food Education "of Henan University of Chinese

Medicine and" reform of the clinical ability " based on the advantages of the talents in the industry.

Fifth, the local service area is prominent. The funding input, resource allocation and policy guarantee of local universities all come from the local governments, which determines their responsibility of serving the local economic and social development. In recent years, local universities have become an important new force in regional applied basic research and technological innovation, by giving full play to the advantages of university disciplines and talents in regional applied basic research and technological innovation. Since Henan is a major agricultural province and an important grain production core area, Henan Agricultural University is committed to the breeding research of wheat, corn, cotton and other crops, Henan Polytechnic University is dedicated to grain storage and security. Based on the abundant coal resources, Henan Polytechnic University is dedicated to CBM comprehensive development and safety engineering research; based on the Yangtze River, Hai he River, Yellow River and Hai he River, Abundant in water resources, North China University of Water Resources and Hydro power is dedicated to water conservancy and hydro power engineering, hydrology and water resources, geological engineering; for Luo yang equipment manufacturing industry

concentration, The reality of the gathering of bearing scientific research institutes and related enterprises, Henan University of Science and Technology is dedicated to special bearings and materials science; Henan is a populous province, But the lack of teachers for basic education, Henan Normal University is dedicated to normal education and basic disciplines of physics, chemistry and biology; for the reality of large population and abundant Chinese herbal medicine resources, Henan University of Chinese Medicine has carried out theoretical and applied research on major and difficult diseases and TCM prescriptions. All of the above studies have achieved good economic benefits and social benefits. According to the employment quality report of 2021 graduates of "9 universities", although the employment destination is increasingly diversified, most graduates first work in Henan province, which provides a guarantee for the province's talent reserve and talent construction.

Various government policy incentives have brought unprecedented opportunities for the development of universities in Henan Province, and also provided an opportunity for accelerating the development of backbone universities with characteristics. However, there are still many difficulties and problems in the development of characteristic backbone universities.

First, discipline construction, scale and characteristic conflict. With the expansion of the school scale, the coverage of disciplines and majors in local backbone universities has been continuously expanded, and the number of majors has increased, showing a comprehensive development trend. On the one hand, this shows that the local backbone universities conform to the demand of regional economic and social development for talent diversification, on the other hand, it reflects that the local backbone universities have the bad tendency of pursuing "large and comprehensive" in discipline construction. The number of specialty majors and the proportion of students in undergraduates shows a decreasing trend. To a certain extent, the expansion of discipline coverage and the expansion of enrollment scale weaken the advantages and characteristics of local backbone universities.

Second, academic innovation, cross fusion blocked on the whole, the advantages of local backbone universities characteristic subject quantity, single distribution, concentrated in several disciplines closely related to the industry, and basic theory discipline is relatively weak, adjacent disciplines lack of support, cross integration between disciplines is not enough, lack of basic, frontier research direction, discipline development potential is insufficient. The coverage of advantageous and characteristic disciplines is narrow, especially the combination of science and technology, science and agriculture, and industry and management, which fails to produce the discipline cluster effect, does not meet the requirements of the development of science and technology, leads to the lack of original achievements, and the ability to undertake major strategic scientific and technological research tasks of the country or industry is not strong enough.

Third, the lack of high-quality teachers and students talent. For characteristic backbone universities, the faculty and enrollment are generally higher than those of local ordinary universities, but the attraction of top teachers and students is greatly reduced. Because of the foreign first-class universities, there are local domestic first-class universities obstacles, for the characteristic backbone universities, its situation is also quite awkward. Since we want to strive for excellent students to improve their reputation, it is difficult to attract many excellent talents to actively choose to apply for the university, resulting in a significant gap between the quality of the students in the university and that of the first-class universities. It is the same problem for faculty. Influenced by the regional economic and social development level, the university's comprehensive competitive strength, the discipline development platform, teachers' salary and other factors, the local backbone universities are relatively lacking in the leading discipline talents and concentrated in the dominant and characteristic disciplines.

Fourth, was not included in the government project sequence. Although the characteristic backbone universities have not entered the "985", "211", "double first-class" and other high-quality university government engineering sequence, they have also tried to obtain some places related to government projects, such as the university jointly built by the province, "2011 Plan" university and so on. For characteristic backbone universities, entering such government engineering projects is undoubtedly a good booster, to help universities obtain more government resources and corresponding social resources and effects in brand building. In China's national conditions, the best way for universities to gain fame and wealth is to enter the government engineering sequence and obtain the help of the government to boost their own teaching strength, which is actually a "shortcut" generally pursued by Chinese universities. Of course, this "shortcut" is not obtained overnight, but by years of efforts to save up the strength to earn.

Fifth, the graduates' employment pressure is great. Due to the expansion of the enrollment of higher education colleges and universities, the fresh graduates of universities across the country keep reaching new highs every year, which is actually a big challenge for the saturated talent job market. At the same time, for fresh graduates, facing the current saturated job market, the employment pressure is also increasing. At this time, a self-evident trend is emerging that fresh graduates from top universities are generally more competitive than graduates from other universities. For the fresh graduates of characteristic backbone universities, it is easy to cause a "high not, low not" situation. Good high-paying position, they like but the competition is too big, and a slightly lower level position, they do not see, such a dead cycle makes the employment pressure of characteristic backbone university graduates more and more. Through brand building, to continuously improve their own teaching brand reputation, to form a good teaching brand effect, is the most

effective attraction for the university "customers" —— teachers and students. At the same time, through the continuous strengthening of its own soft power, to promote the improvement of the university's hard power and the comprehensive improvement of the strength of all aspects, to promote the further development of characteristic backbone universities.

2.3 Implementation process of Henan University of Science and Technology（HIST）brand strategy

Henan University of Science and Technology is a provincial ordinary undergraduate university. School was founded in 1939, formerly known as the communist party of China early created Yan'an natural academy of sciences university department, after the north university agronomy, north China university, north China university agronomy changzhi branch, Beijing agricultural university, changzhi branch, plain agriculture, the spring agricultural college, Henan vocational technology normal college, etc. In May 2004, with the approval of the Ministry of Education, it was renamed Henan University of Science and Technology.
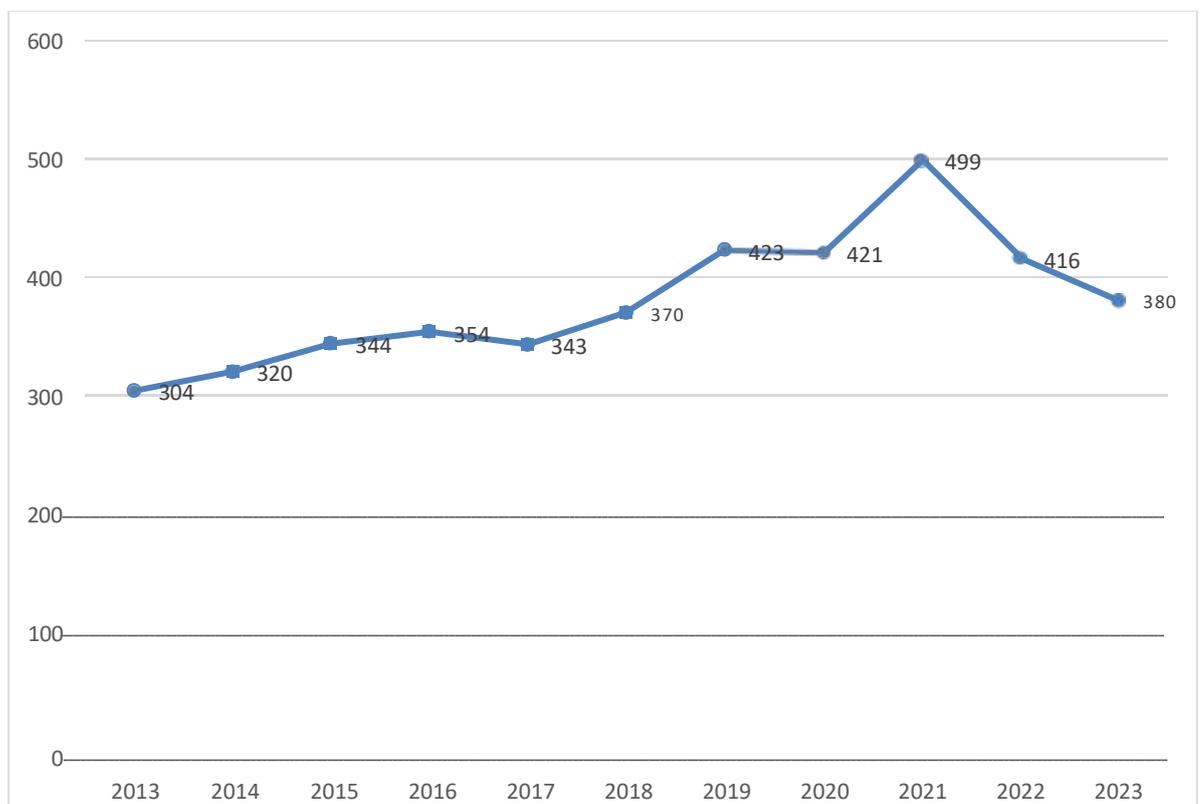
Figure 2-7. Ranking of HIST in Chinese Universities

The figure2-7 above shows the ranking of Henan University of Science and Technology in Chinese universities from 2013 to 2023, with the highest ranking of 304 in 2013 and the lowest ranking of 499 in 2021. Henan University of Science and Technology won the first prize in China's National Science and Technology Progress Award in 2013, and in 2017, Henan Institute of Science and Technology won the second prize of China's National Technological Invention Award. At the same time, in 2013, the number of approved science and technology fund projects of Henan University of Science and Technology reached a historical high value. In 2021, due to various reasons, the social reputation of Henan University of Science and Technology was affected to a certain extent, and its ranking dropped to the latest level in the past decade.

HIST is located in Xinxiang City, Henan Province, a national civilized city, covering an area of 2021 mu with a school area of 640,000 square meters. Over the past 80 years since its establishment, the university has covered 9 disciplines, including agronomy, engineering, science, science, management, education, literature, economics, law and art. It has 20 teaching colleges, 70 undergraduate majors, and more than 28,300 full-time ordinary students. The total amount of literature resources of the library reaches 4.96 million volumes (kinds), with more than 1,500 kinds of Chinese and foreign periodicals. School has four national first-class professional, national characteristic specialty, comprehensive reform pilot professional, outstanding vocational education teacher training plan reform pilot professional and outstanding agriculture and forestry personnel training plan reform pilot 15, Henan province first-class professional, specialty, comprehensive reform pilot, undergraduate engineering education personnel training mode reform pilot professional such as 38. The university is a key cultivation unit for doctoral degree authorization in Henan Province and a university of characteristic backbone disciplines (groups) in Henan Province.

The disciplines of agricultural science, plant and animal science enter the top 1% of ESI, and the disciplines of crop science and horticulture are the characteristic backbone disciplines (groups) in Henan Province. There are 10 provincial key first - level disciplines. There are 12 first-level disciplines for academic master's degree and 13 master's degree categories. The school is a collaborative innovation unit of the national "2011" plan, with the collaborative innovation Center of Henan Province. The university has 46 national virtual simulation experimental teaching platforms, provincial and ministerial key laboratories, international cooperation laboratories, engineering technology research centers and experimental teaching demonstration centers, and 50 Henan Provincial science and technology innovation team, provincial university science and technology innovation team, provincial university teaching team, and provincial excellent grass-roots teaching organizations. It has built national modern agricultural science and technology demonstration exhibition base, national industrial technology comprehensive experimental station, and Henan Modern Agricultural Industrial Technology Research Center. It is one of the first batch of "national key Construction Vocational Education Teacher Training Base" and "National Vocational College Teacher Training Base" determined by the Ministry of Education.

The university has fully implemented the strategy of "building a school with quality" and focuses on cultivating application-oriented senior professionals with innovative spirit and practical ability. Guided by social needs, the government has constantly innovated the talent training mode, accelerated the construction of majors, curriculum and teaching teams, actively promoted the student-centered and output-oriented education and teaching reform, and steadily improved the quality of talent training. Since 2001, it has won 3 national teaching achievement awards and more than 50 provincial teaching achievement awards. In nearly three years, students in the national blue bridge cup software and information technology professional talent competition, international college students mathematical modeling competition, national robot competition, the national computer design competition, the national

"Internet +" college students innovation entrepreneurship competition, national normal teaching skills competition won national award more than 150 items. Since the school, for the country trained more than 120000 senior specialized talents, including represented by the Chinese Academy of Engineering academician xinyou zhang of science and technology talents, with outstanding contributions to young and middle-aged experts buy pu excellent management talents at the grass-roots level, represented by Henan cross group chairman Gao Tianzeng enterprise elite, and many higher vocational colleges excellent teachers and management backbone, as well as a large number of provincial, department level and county-level government senior management personnel, they for Henan province and even the economic construction and our country has made outstanding contributions to social development.

The university vigorously implements the strategy of "strengthening the school with talents", and has a sufficient number of teachers, reasonable structure and excellent quality. At present, there are 1760 staff members, including 1432 full-time teachers, 114 professors and other senior professional and technical personnel, 413 associate professors and other deputy senior professional and technical personnel, more than 660 doctoral and master supervisors, and 4 double-appointed academicians and Zhongyuan scholars. At present, there are 9 young and middle-aged experts in science and technology management with outstanding contributions and experts enjoying special allowance of the State Council; 11 national model teachers and excellent teachers; excellent experts of Henan Province, 14 leading talents of basic research and leading talents of science and technology innovation in Central Province, 17 leading talents of B and top talents of Henan Province; 5 famous teachers; 24 model teachers and excellent teachers of Henan Province; 122 outstanding academic and technical leaders and outstanding young and middle-aged backbone teachers of Henan Province. Invite 25 well-known experts and scholars as adjunct professors and visiting professors.

The school actively implements the strategy of "revitalizing the school through science and technology" and continuously improves the ability of scientific and technological innovation. The university has completed 4,158 scientific research projects, such as the national "863", "973" Program, Natural Science Foundation, Major Science and Technology Research Program, and Major Science and Technology Special Support Program for genetically modified organisms, and won 1,829 scientific and technological achievements awards, including 3 National Technological Invention Awards and 7 National Science and Technology Progress Awards. In particular, in 2013, the project of "Breeding and Application of dwarf, High yield, Multi-resistance" cultivated by the university won the first prize of national Science and Technology Progress, which made a great contribution to the construction of the national core area of grain production and was awarded by the People's Government of Henan Province and became the pride of universities in the province.

The university actively carries out social services, actively integrates into the national "Belt and Road", "Five districts and one group" and other major strategies, adheres to the coordinated development of "industry, university and research", highlights the guidance of science and technology, pays attention to the integration of industry and education, and actively promotes the university and industrial enterprises to build talent training base, technology innovation base and base of science and technology service base. The Annual Report on The Transformation of China's Scientific and Technological Achievements (Universities and Research institutes) released in 2019 shows that the technology transfer income of our university ranks 47th among universities in China. According to the information released by the 13th International Seed Industry Expo held in 2021, the two wheat varieties "Bainong 207" and "Bainong 4199" cultivated by our school ranked first and third respectively in the national wheat promotion area in 2020.

The university makes great efforts to promote open education and actively carries out international academic exchanges and cooperation. The university has

established friendly and cooperative relations with more than 20 universities in the United States, The United Kingdom, Canada, Australia, New Zealand, Germany, South Korea, Kyrgyzstan, Malaysia, Indonesia, Ukraine, Thailand, Russia, Finland, Hungary and other countries. Cooperation program with the Sumi National Agricultural University of Ukraine, The International Joint Graduate School is established; Curriculum cooperation project with the University of South Australia in Australia; An international exchange student program with the University of Botra, Malaysia; Henan Province International Joint Laboratory of Cotton Functional Genomics and Molecular Breeding; Jointly established the Henan Provincial International Joint Laboratory of Plant Genetic Improvement and Soil Restoration with The Sumy National Agricultural University of Ukraine, The Henan Province International Joint Laboratory of Insect Classification and System Evolution was jointly established with The University of Estetelhaz in Hungary; Building an automation laboratory with the American Rockwell Automation Company; An agricultural and animal husbandry technology demonstration center has been established in Kyrgyzstan. There employs foreign experts from the United States, Britain, Canada and other countries to teach.

The university's achievements have been widely praised by all walks of life. In recent years, the school has won the 70th anniversary of the founding of new China in Henan higher education ten outstanding contribution unit, the 40th anniversary of the reform and opening up with domestic influence Henan universities, Henan grassroots party organization construction advanced unit, civilized unit teaching reform advanced unit, advanced unit in Henan province, Henan technology innovation top ten units, national college students social practice advanced unit, the national best summer practice university, college graduates employment work in Henan province advanced collective, Henan teacher training advanced unit, Henan universities digital campus demonstration unit, Henan school of a number of honorary titles.

Table 2- 10.Important events in the development of HIST

Time	Important event	The role of brand implementation
May 2004	It was renamed Henan Institute of Science and Technology	Determine the name of the university and officially start the road of implementing the university brand.
January 2014	The project of Breeding and application of a new wheat variety Aikang 58 with High Yield, High resistance and wide suitability was awarded the first Prize of National Scientific Progress	The breakthrough of the award in Henan University in 30 years.
September 2018	Selected into Henan Province "characteristic backbone discipline" construction university	Enter the government engineering sequence. It is the development stage of brand implementation and lays the foundation for the construction of "characteristic backbone university".
November 2021	Approved by Henan Province doctor degree authorized key project training unit	It is a key step to change the name of the university, and plays an important role in promoting the implementation of the university brand.
June 2023	The university currently has three campuses in East, West and Huixian, covering an area of 2,021 mu. It has 70 undergraduate programs, 1,760 faculty members, 24,216 full-time undergraduates and 1,126 graduate students.	At the present stage, H University has achieved good results in campus facilities, major Settings, enrollment scale, faculty, etc., which lays a solid foundation for further promoting brand construction.

2.4 Path selection and analysis of brand strategy

University brand starts from the dimensions of government, teachers and students, cultural inheritance, scientific research and social services, to discuss the

brand implementation path of regional ordinary undergraduate universities. If any university wants to develop or to establish a strong university brand, it must base itself on its own development, determine a higher development goal, and work towards the goal with direction and motivation. In fact, the choice of target objects, to a large extent, directly determines the target level and educational level that universities want to achieve. So this research on the basis of the university brand connotation analysis framework, with "C9" alliance related data to verify the brand construction model, the alliance university brand construction path as a reference, the analysis of HIST university brand implementation process with the gap of the top university, from the four dimensions of analysis of the insufficiency, for the regional ordinary undergraduate university brand implementation path to provide effective theoretical reference.

2.4.1 Gradually establishment of brand positioning

The implementation of university brand should be based on the long-term layout of connotative development, based on the needs of the brand government, and obtain the policy support of the government. The direct impetus of policy support is from government funding. By analyzing the table 2-2, first of all, "211" and provincial ministry of university and the "211" and province to build the two kinds of science and technology spending total contrast gap in the rising trend between the 10, from 101212.21 times to 2021,14.65 times under the latest data, the gap in widening, which to some extent shows the national funding is also constantly follow the principle of market share competition, played down the required before "unified pace" planned economic thinking. For universities to obtain funding, we need to declare the government, cooperation projects, social enterprises and institutions, and reduce the unconditional funding from the government, and show that the situation of non-governmental engineering universities is becoming more and more difficult, so they must actively improve their brand competitiveness through various ways to gain a place in the government engineering sequence.

Universities entering the government engineering sequence (such as "double first-class" universities) have the right or opportunity to compete freely to obtain science and technology funds with other undergraduate universities, but in fact, this competition is not fair. The strong support of national finance can help the "double first-class" universities to participate in free competition to obtain science and technology funds. The strong financial support of the state government has created unique advantages for "double first-class" universities, making them the first step in the competition for science and technology funds. Universities can receive earmarks from the government and have more funding sources. Mainly because of such universities in establishing cooperation with social enterprises and institutions will have "star effect", at the same time the government of the government has become a brand effect, can attract more excellent teachers and high quality students, further enhance the school soft power of science and technology, that, in turn, can continuously strengthen the competitiveness of the school in obtaining science and technology funds. Therefore, in the process of brand building, HIST University should first base on the needs of the government, and then start from its own reality, develop its own brand connotation, and do a good job in the long-term layout based on connotative development.

Take the road of characteristic development and take the road of brand development. Since the beginning of the new century, centering on the major topic of "what kind of university to build and how to build such a university", we have thought deeply and explored diligently, constantly enriched and expanded the development ideas, and the development goals have been constantly clear and firm. In 2004, The university has put forward the goal of "building a teaching and research university full of vitality and vitality", With this goal, led by this, Continue to promote the connotation expansion and level promotion, The educational concept is constantly updated, The comprehensive strength is increasing; In 2013, The university has made a specific plan for building a teaching and research university, Developed a step-by-step implementation strategy, It outlines the long-term goal of

basically reaching the level of teaching and research university after thirty years of efforts; In 2017, When the school formulated the 13th Five-Year Career development Plan, To further emancipate the mind and assess the situation, Put forward the goal of "outstanding advantages and first-class characteristic backbone university in the province". Therefore, building a backbone university with regional characteristics has become the main goal of the university in the near future.

Built regional characteristic backbone university, is to take root in the central plains, powered by deepening the comprehensive reform, with advantage discipline construction, to get doctorate grants, renamed university as a breakthrough, the school built more distinctive features, more prominent advantage, has a leading role in regional economic and social development of multidisciplinary university. This goal complies with the requirements of the connotative and characteristic development of national higher education, is the result of the whole school deepening the understanding of the law of higher education, is the path choice of building a teaching and research university, and will play a huge role in promoting the construction of teaching and research university. Through comprehensive analysis of the situation of higher education and the conditions of the university, we can build the backbone universities with regional characteristics and promote the construction of teaching and research universities.

In the first stage, from now to the end of the 14th Five-Year Plan in 2025, we will basically build backbone universities with regional characteristics. The number of full-time undergraduates is stable at about 25,000, The number of graduate students is about 1,300, 200 international students; Focus on the support and development of 2-3 disciplines, Cultivate 5 first-level disciplines of doctoral degree authorization, 1-2 key disciplines at provincial or ministerial level (including); 45% or more of the teachers have a doctoral degree; 2-3 first prize of provincial teaching achievement or national first and second prizes; Won more than 25 scientific research achievements awards at the provincial or ministerial level (including), Including 2-3 items at the national level; The construction of the new campus is

basically completed, The school area per student, funds, equipment value, and the number of book resources are constantly improving. Get the right to grant the doctor, and strive to realize the name of the university.

In the second stage, from 2025 to 2035, when the country basically realizes modernization, we will fully build ourselves into backbone universities with regional characteristics. 1-2 disciplines reached the national first-class discipline construction level, high level of scientific and technological achievements, graduate number increased dramatically, personnel training, scientific research, social services, cultural inheritance innovation, international exchanges and cooperation ability, support for regional economic and social development and leading role is more prominent, comprehensive strength among the provincial colleges and universities.

In the third stage, from 2035 to the middle of this century, when China was built into a modern socialist country, the comprehensive strength of the university basically reached the level of a teaching and research university. The number of disciplines that have reached the level of national first-class discipline construction has doubled, and the proportion of graduate students has reached 30%. The high-level scientific and technological achievements are constantly produced, which has a strong leading, radiating and driving role in the regional economic and social development, and the comprehensive strength strives to reach about 200 students in China.

2.4.2 Reserve and construction of talent brands

Talent construction is an important link in the implementation of university brand strategy, at present most university brand strategy is priority to ensure the talent number, namely the university talent construction attaches great importance to the number of high-end talent introduction, the quality of the talent introduction, lack of school talent, echelon, no structure, did not form their own talent construction brand. The introduction of high-end talents is important, but it is fundamental to build a talent team based on the needs of its own university development, so as to form a talent building brand with its own characteristics.
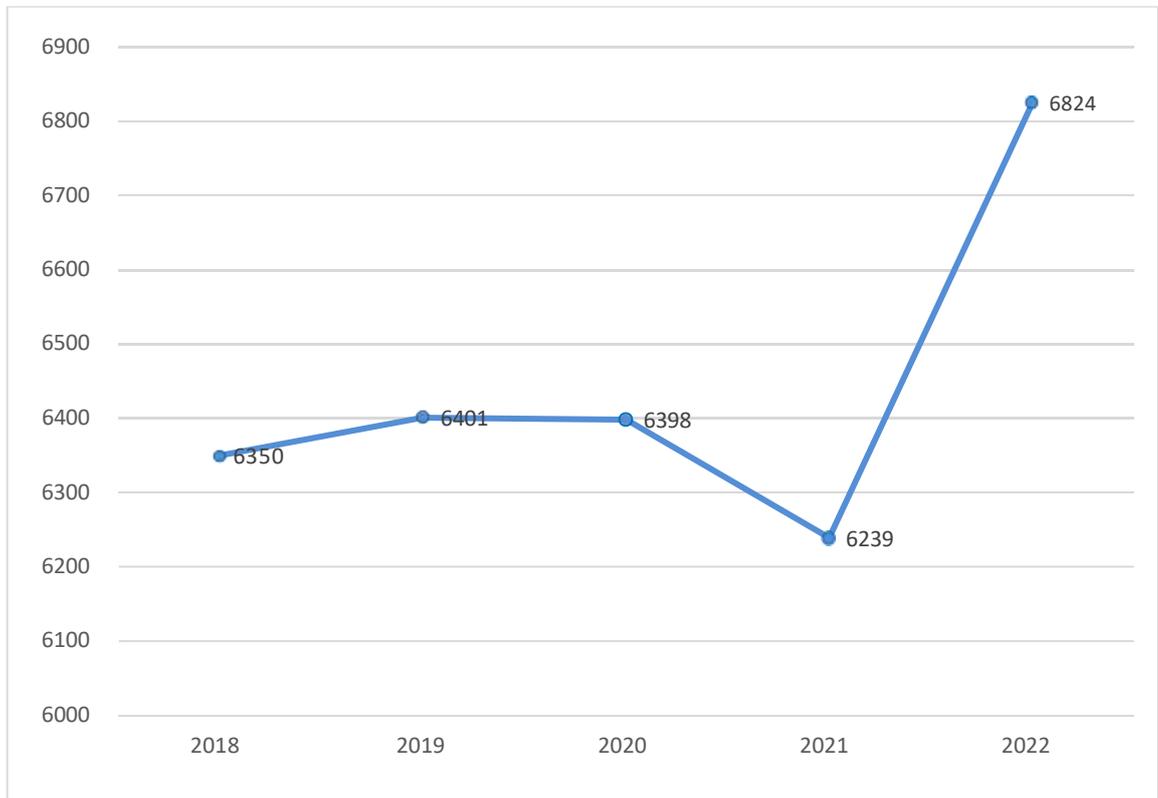
Figure 2-8. Number of new students enrolled by HIST （2018 to 2022）

Enroll new students. The figure2‑8 above shows the number of undergraduate students enrolled by is from 2018 to 2022. It can be found from the figure above that the number of undergraduate students enrolled by Hist in the past five years has been above 6000. In 2022,6824 were enrolled, a record high for undergraduate students in recent years.
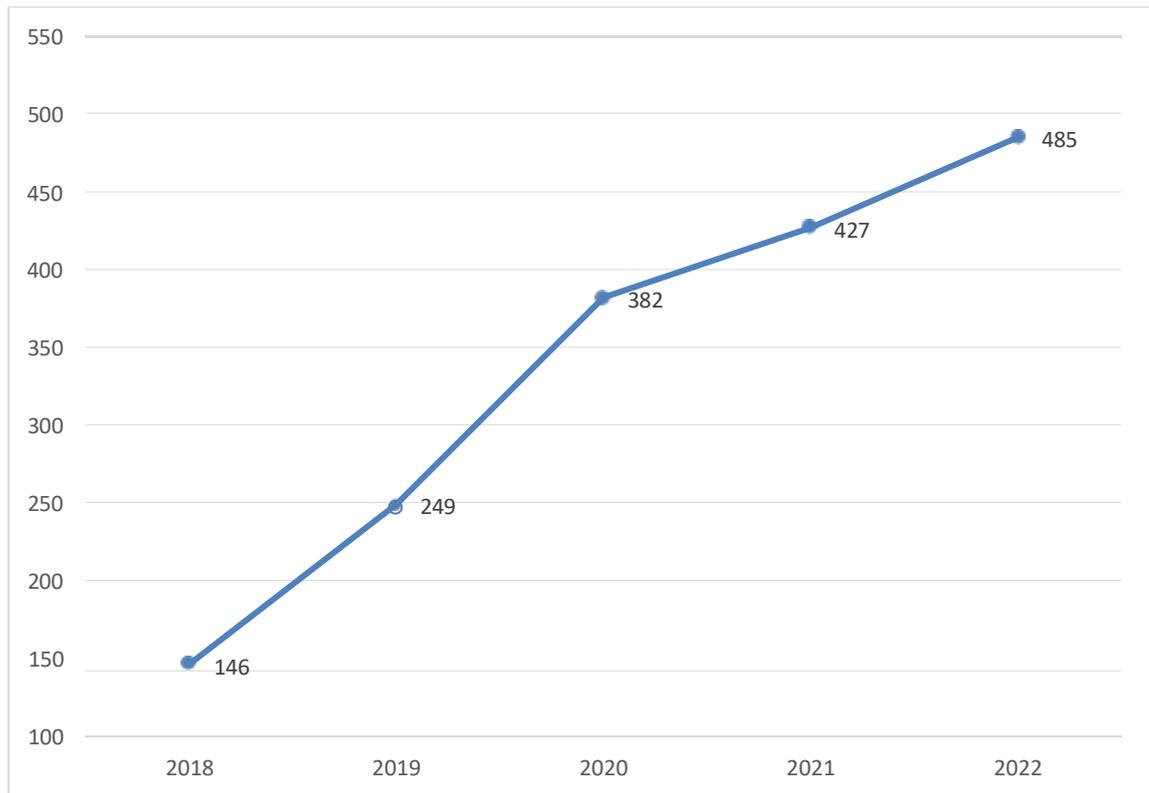
Figure 2-9. Number of postgraduate students enrolled by HIST （2018 to 2022）

Figure 2-9 above shows the number of graduate students enrolled by HIST from 2018 to 2022. It can be found from the figure that the number of graduate students enrolled by HIST in the past five years has been steadily rising, from more than 200 in 2018 to nearly 500 in 2022, an increase of more than twice,In 2023, the number of graduate students enrolled will exceed 500.

According to the analysis of the enrollment situation of HIST University in recent years, it is found that its strength level in enrollment is still good, especially in the field of agriculture, it is an attractive university and has a high enrollment influence in Henan Province. However, through the overall comparison with the alliance universities, it is found that in terms of the enrollment number, each school has its own enrollment numbers because of its different enrollment goals. However, from the quality of enrollment or the enrollment level of master's and doctoral students, we can find that HIST universities are still quite different. In short, the enrollment level of engineering projects that are more important is far higher than that of undergraduate universities that are not. In other words, in the Chinese university market, the admission opportunities of government engineering sequence universities (such as "double first-class", "211", "985", etc.) can reflect the opportunities of candidates to enter high-quality universities.

Teacher strength. Chinese University teacher efficiency ranking (top 100), the ranking indicators are divided into sales score, total number of teachers, total score of teaching and research, and provincial ranking. The TOP100 distribution of the work efficiency of Chinese university teachers from 2017-2021 (reasons for the time span selection: including different engineering sequence, involving both "211 Project", "985 Project" and the current "double first-class" construction project) (Table 2-3). Into the government engineering sequence of the university in the top 100 occupied about 82.2, and basic in the forefront, which said the engineering sequence of university teachers efficiency and teaching and scientific research total score generally relative to other cost engineering sequence is higher, at the same time also can reasonable speculation: into the university of engineering sequence and severe degree of teacher efficiency. At the same time, it shows that teacher efficiency is also one of the ways for a high-quality university to build its brand. However, HIST University is not selected, which can directly reflect that the teacher efficiency of

HIST University is relatively low, and there is a certain gap with the efficiency of teachers in first-class universities.
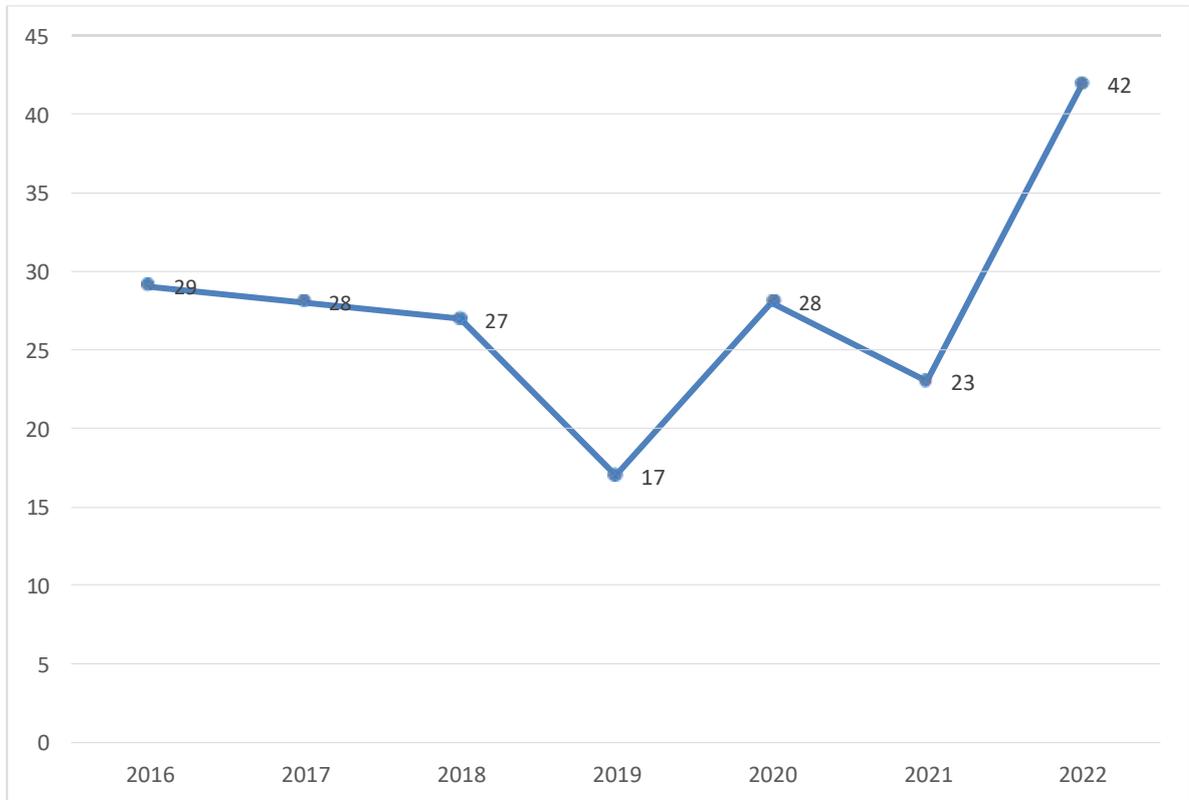

Figure 2- 10. Number of HIST teachers with doctoral degree (2016-2022)

In the past decade, HIST has also actively invested a lot of energy in the introduction of talents, and the number of the doctoral teachers introduced has also been increasing year by year. In 2022, it almost doubled in 2021. In the first half of 2023, Henan University of Science and Technology has introduced 49 doctoral teachers, exceeding the total amount of talent introduction in the whole year of 2022.

It is estimated that the total amount of talent introduction of Henan University of Science and Technology will reach a record high in 2023.（Figure 2- 10）

The proportion of high-level talents —— was selected into the University National Youth Program Thousand Talents Program. For the —— HIST University, the local university research subject of this paper, the number of officially selected students is 0. Although the numerical value is not large, the difference in the ability level of the school behind it can be seen. According to the analysis in Table 3-4, the official number of universities selected in the National Thousand Talents Plan Youth Program shows a trend of first-class universities, while the "C9 Alliance" universities occupy eight of the TOP15 universities. This shows that the universities selected as "double first-class" pay attention to the training of teachers, because the top universities are basically the top universities selected in the government sequence, so it also reflects that excellent high-level talents are also the only way for the brand construction of a local key university. Excellent students and teachers are undoubtedly important weapons in the process of university development, and thebrand building of HIST university is no exception. Nowadays, the market economy dominated by the consumer model is gradually taking shape, and universities need to use a new brand model to develop their own position or position in the higher education market. It is a direct and effective way to develop the brand building mode of teachers and students from the perspective of the subject. Meanwhile, on the basis of the existing talent echelon within the university, according to the actual needs of brand building, we will introduce high-end talents purposefully and efficiently, so as to build a high-quality talent team with its own characteristics.

2.4.3 Innovation and development of discipline brands

The implementation of the university brand must have the scientific research innovation and the accumulation of academic achievements. Innovative academic brands play a very important role in both scientific research and social services. And

only with the scientific research achievements under the innovation system can universities have a certain say in the implementation of brand strategy.
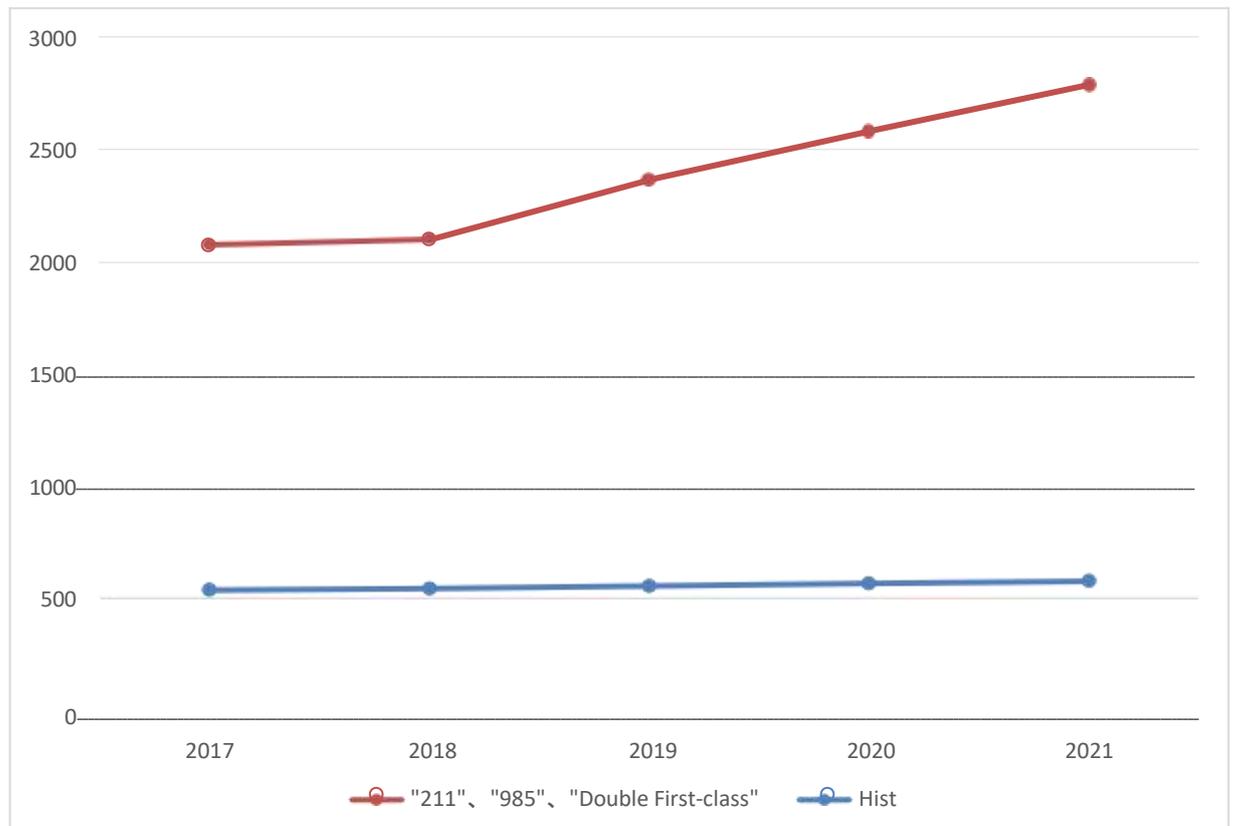

Figure 2- 11. Number of national science and technology projects of universities from2017 to 2021(items)

Figure 2- 11, "211", "985", "double first-class" first-class university of national science and technology project average can reach 2000 to 2800 items / year, and HIST university of national science and technology project number line is located in the bottom, view of the data, an average of about 550 / year, visible local ordinary undergraduate university and national top university of excellent science and technology project number big difference. For a university, the number of national science and technology projects represents its own scientific research and innovation ability, and is the best feedback of the university's innovation potential and development scale. For local ordinary undergraduate universities, in order to achieve a higher level in their own innovation ability, they must invest more energy in the application of national science and technology projects, and drive the progress of the research and development team through science and technology projects. Similarly, they can get more attention from the national or provincial government. The

relationship between the school and the government can actually be simply explained by the transformation of the results. School programs are adopted and used by the government to promote social development, forming a good circulation body. Therefore, the government pays attention to the scientific research ability of universities, and universities can get more government funding, which can play a very important role in promoting the evaluation of later universities and even the entry into the government sequence project.
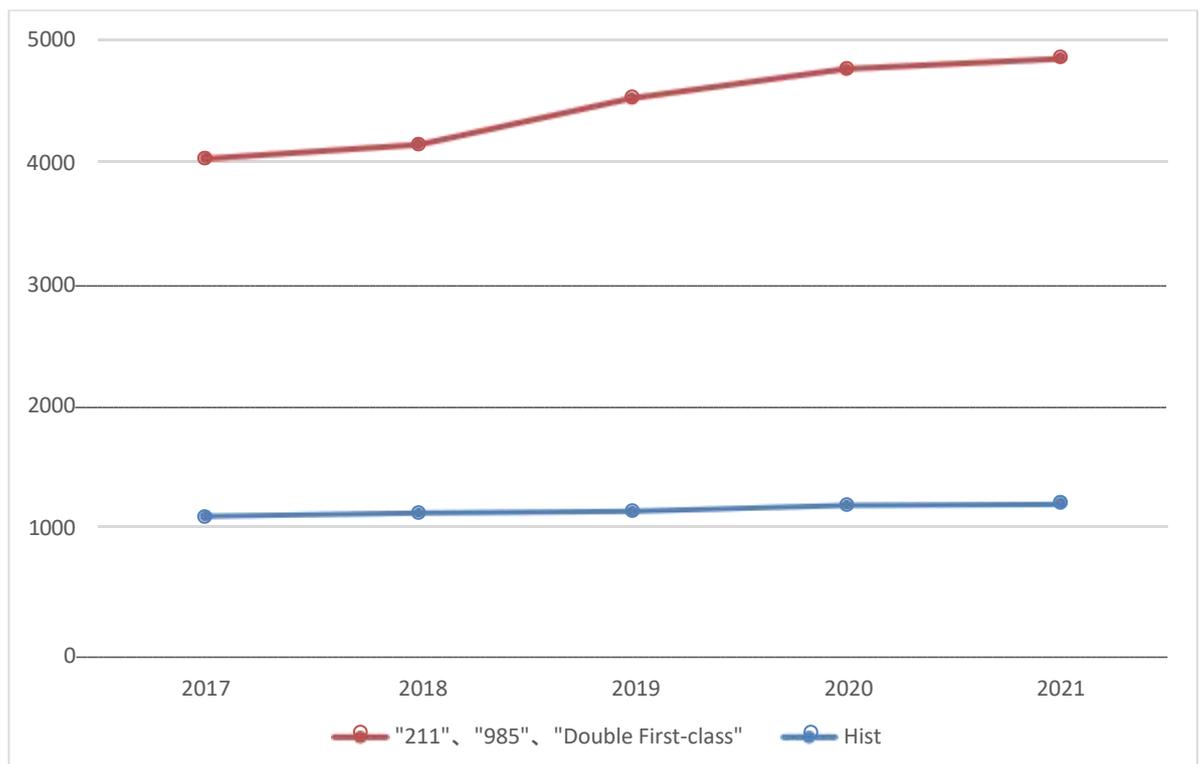

Figure 2- 12.Number of academic papers published in foreign and national journals（2017 to 2021）

In Figure 2- 12, the average number of papers published in foreign and national journals such as "211", "985" and "Double" first-class " can reach 4000 to 4800 / year, while for the HIST local general undergraduate universities selected in this paper, the number of papers published in foreign and national journals can only reach 1100 / year. The gap in this data comparison is clear. For HIST University, its scientific research level ranks first in Henan Province, but when it extends to the national field, we can find the huge differences in the scientific research achievements of teachers and students. Want to make a higher level of progress, HIST university must for innovative papers or experimental paper results into high standards, when the academic level can be well reflected with data, and the

data under the contrast in the front occupy a position, can simply illustrate the local ordinary undergraduate course university has achieved great success in the field of scientific research.
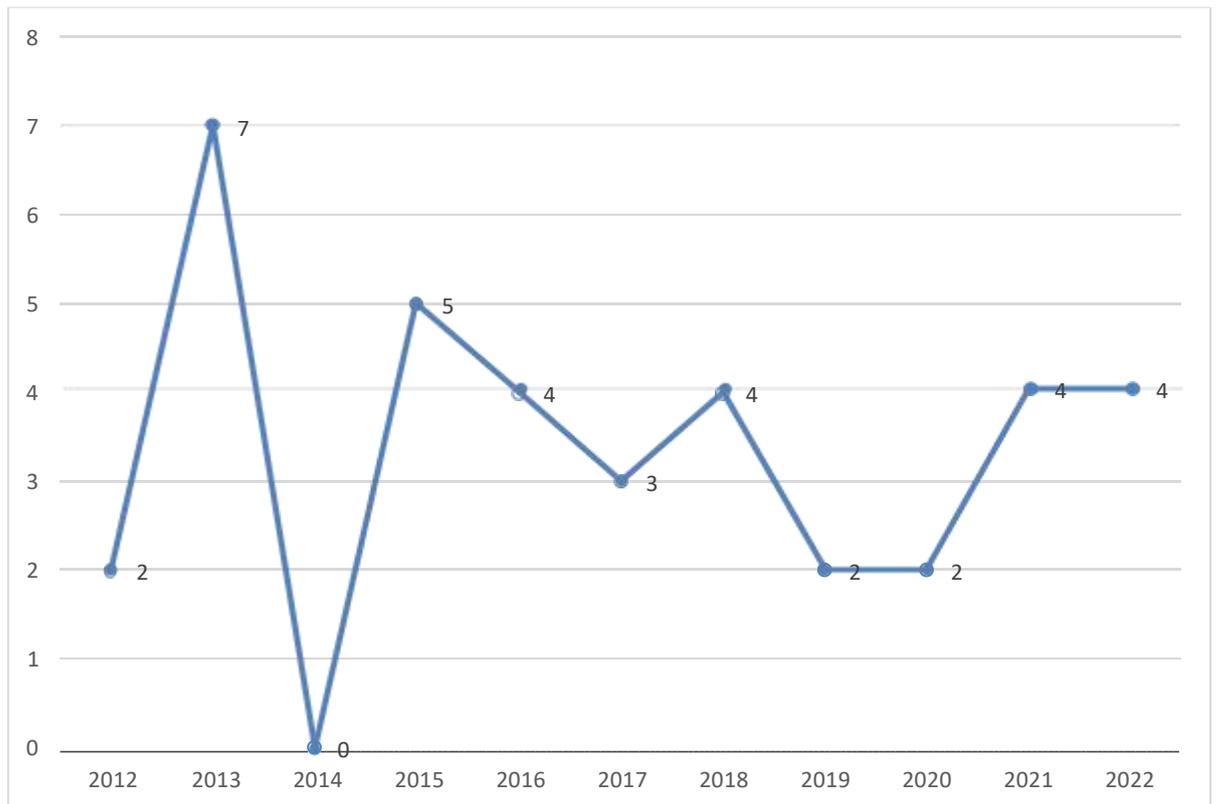

Figure2- 13.Number of HIST national science based projects from2012 to 2022(items)

Through the analysis of learning and innovation Angle, can be extracted suitable for local ordinary undergraduate course university toward high level high quality university near the brand construction path, is in the national science and technology projects and foreign and national publications on the number of exploration, this also found in the study is with high level high quality university gap is obvious two aspects. Although the comparison of various framework dimensions is only a comparison of the internal parts of the school, the results are closely related to the overall strength of the school. However, in the current unfavorable environment of local ordinary undergraduate universities, to find a better and more direct way to improve their own level, and to close the gap with high-quality and high-level schools is the way to optimize the cost. When the gap between some dimensions that play an important role is reduced, the difference in turn can promote the overall progress of the school, just like the importance of cells to the human body. Only the cooperation of each good cell can make the human body strong. In the past ten years,HIST has continuously strengthened its investment in scientific research and gained money in the National

Science Foundation projects. （Figure 2-13） For HIST University, paying attention to scientific research and improving its own scientific research and innovation level is an important link in its brand construction.

2.4.4 Inheritance and development of cultural brands

Cultural brands have been formed and accumulated imperceptibly in the development of the university. A good cultural brand can make the brand output of the university more attractive and characteristic. Cultural brand is a unique symbol formed by a university from the historical background of its own development, political economy and many other environments, and the entity where it plays a role is actually the infrastructure construction of the university, such as library area or library books. Through the continuous construction of infrastructure, the inheritance of cultural brands has a physical role, and it can play a unique brand role in the construction of university brands.

In this dimension, we find that the library area of HIST University is about 30,000 square meters, which is actually a considerable number, indicating that the infrastructure of the university is good. However, further comparison with "C9" alliance universities, found that there is still a certain gap, so for local key universities, the construction of library and other infrastructure should still be paid attention to.

Through comparative analysis of the data in Table 3-5 and Table 3-6, it is surprisingly found that the library area of HIST University (nearly 30,000 square meters) and the collection of books (about 1.8 million copies) are also different from the Alliance University, but in fact, HIST universities are actually leading. Therefore, in addition to analyzing the gap between HIST universities and high-quality universities, we should also see that they still have their own advantages in the same group or slightly higher universities. It can also reflect the requirements and pursuit of a university for itself. Only when the software facilities and hardware facilities are as far as possible in the university, can the university find a suitable brand building

path and make efforts for it. In addition to the library area and library collection, the infrastructure of HIST University includes many aspects, such as the gymnasium, laboratory, activity center, and so on. These infrastructure can be continuously retained in the process of university brand construction. In short, infrastructure is an effective carrier of campus culture or brand culture accumulated in the long history. Therefore, paying attention to infrastructure construction plays a very important role in inheriting brand culture.

Conclusions to section 2

To sum up, studying the current situation of the brand building of HIST University from the four dimensions of the analytical framework can find that there are some objective problems in the brand building of HIST University. Through summary, the following four aspects can be sorted out: the policy guiding effect of brand building is too obvious, lacking the long-term layout based on connotative development; the quantity of talent brand construction exceeds the quality, so more attention should be paid to their own needs to introduce high-end talents; the construction of cultural brands based on the inheritance of infrastructure; the building of academic brands should take root in the society and pay attention to the building of innovative academic brands.

SECTION 3.Conclusion and Recommendations

3.1 Research conclusion

The implementation of brand strategy in local ordinary undergraduate universities is undoubtedly the most effective way to improve their own competitiveness. The process of brand implementation is actually the process of continuous development and improvement of universities themselves. For the local ordinary undergraduate universities, establishing the correct brand concept and implementing the effective brand strategy are the necessary measures to occupy a favorable position in the current fierce competition of higher education market.

Based on the refined brand connotation theory of university brands, this paper puts forward its own framework, and uses the relevant data of first-class universities to prove the rationality of different dimensions under the model, and to verify how China's first-class universities show the competitive advantages of university brands. Furthermore, we analyze the background of local ordinary undergraduate universities and the development process of selected case universities, and find the deficiencies in the implementation of brand strategy of HIST University. At the same time, according to the different dimensions of the model, the brand construction of HIST University is further analyzed, and a certain comparison with the first-class university, found the gap, and reasonable analysis according to the gap. Finally, we put forward the path of implementing the brand strategy of local ordinary undergraduate universities to promote the brand construction and development of local ordinary undergraduate universities.

Brand marketing means that starting from the consumer demand of consumers, enterprises use various marketing strategies to show their products and services to target customers, so as to form a brand image of enterprise brands, products and services in the minds of customers. and finally form the marketing strategy and process of brand benefit. The continuous development and improvement of the market economy not only provides people with an exchange platform and

economic perspective, but also brings more affairs into the commercial considerations of competition and profitability. taking care of university management from the perspective of brand has become a new dimension. Today, with the marketization of higher education, how to apply brand marketing strategy to university brand management, realize the optimal allocation of tangible and intangible resources, establish a good brand image, expand popularity and reputation, and then gain competitive advantage has become an urgent task for the development of universities. University brand management is that under the premise of following the educational law and guided by the market operation mechanism and law, the university optimizes and integrates the elements of university brand resources, makes full use of internal and external resources, and improves the value of university brand. enhance the core competitiveness of the university, realize the best combination of social and economic benefits of the university, and finally realize the sustainable development of the university. This paper attempts to apply brand marketing strategy to university brand management, and limit the scope of its application.

3.1.1 The implementation of brand strategy is conducive to the competitive advantage.

First, the transformation of universities. Traditional university is an elite education model. With the development of social economy, especially the rapid development of information and knowledge, the society needs a large number of knowledgeable workers. Universities can only meet this demand in order to get their own development. The transformation of Chinese universities is also carried out under this objective reality. Universities have shifted from elite education to mass education, from planned management to market management, and from universities as the main body to consumers as the main body. The higher education market is gradually taking shape.

Second, university competition. In the competition of higher education market, how to gain competitive advantage and self-development is a problem that every university has to face. Universities need to design and standardize their development path with more diverse and powerful market means. The implementation of university brand management will help universities solve many difficulties they face, not only provide high-quality educational products and human resources products for the society, but also provide students and society with deeper pursuits. world outlook, values, ideological innovation, cultural orientation and spiritual pursuit.

Third, brand effect. When the brand of the university becomes a famous brand, it will become an important source of the core competitiveness of the university. Social resources will accelerate the convergence of famous universities, and the charm of famous brands will make consumers incomparably loyal. To a certain extent, famous universities can expand in many interest points.

3.1.2 Implementing brand strategies in universities requires internal integration.

The effective implementation of university brand management will fully integrate all kinds of resources within the university. First of all, integrate the intangible resources of universities. At present, the educational concept, educational purpose, educational content, educational mode, discipline construction, speciality setting and management of the university are all constructed based on the planning system, which should be integrated with the modern university concept and management model. Secondly, the tangible resources of universities are integrated. Unreasonable allocation of resources, low efficiency, poor efficiency and serious waste are common problems in Chinese universities, and it is also an important reason why some universities are not competitive. Universities need to integrate this with brand strategy to make resources more effective. Thirdly, the brand management of the university can improve the cohesion of the university. The good image and high reputation of the university brand not only effectively improve the

character of the university and the spirit of teachers but also make the scientific research of the university have a more clear goal and orientation.

3.1.3 The implementation of the university brand strategy is conducive to the identification and selection of consumers.

With the intensification of competition among universities and the gradual formation of the buyer's market, the subjective spirit and individualism of consumers will be more and more obvious. The implementation of university brand management is conducive to accurately convey the positioning and characteristics of the university to consumers. Because of its integrity, clarity and unity, brand strategy brings great convenience to the identification and choice of consumers and optimises the matching of supply and demand.

3.1.4 The Application of brand marketing strategy in university brand implementation.

Brand marketing strategy can be divided into three levels . First, from the external characteristics, such as brand name, image design and packaging and other brand overall quality externalization. Second, from the internal quality, mainly to enhance the actual content of the social value of the brand. For example, starting from the quality and special functions of the brand, carry out comprehensive generalization and artistic promotion to carry out brand marketing . Third, start from the spiritual value to expand the new value of the brand, such as brand image advertising and so on. The application of brand marketing strategy to university brand management can be carried out from the following aspects.

Strengthening the concept of university brand management .With the continuous improvement of the degree of marketization of higher education in China, in the face of fierce competition in talent, funds and quality, the value of the university brands is becoming more and more favoured by people. The pursuit of brands, especially famous brands, has become an important strategy for developing universities, and brands have also become an important index for consumers to invest in education and cognitive evaluation. University brand management can not only

enable universities to gain a competitive advantage in the fierce competition but also help to integrate all kinds of university resources and consumers to identify and choose them. Superior brands have high loyalty and attractiveness in the eyes of consumers, which attract more talents for the development of the university, enhance the internal integration and cohesion of the university, and strive for more external support. and then provide more favourable protection for the development of the university. Therefore, universities should strengthen the concept of brand management and let the brand become the symbol of the core competitiveness of universities to occupy an active position in the fierce market competition.

Define the brand positioning of universities .University brand positioning refers to the process and result that universities establish a brand image related to the target market on the basis of educational goals and consumer needs, according to their unique advantages in their own development, and form characteristics and advantages within a specific category, level, field and scope, in order to make consumers understand and understand the characteristics of the brand, so as to make the brand occupy a special position in the minds of consumers. University brand positioning is the foundation of university brand construction and the premise of successful brand management. First, clear target orientation. First of all, universities should make a reasonable positioning of their own school-running level, talent training objectives, key development disciplines and other aspects, and make clear their own development direction, so as to lay a good foundation for the brand construction of the school. Second, do a good job of characteristic orientation. The characteristic is the unique high-quality style formed by the accumulation of the university in the long-term running of the school, which is unique to the university and superior to other schools. In university brand positioning, we should expand and strengthen our existing advantages, and at the same time, combine social needs and our own reality, cultivate and develop new characteristics, and form the competitive advantage of the brand. Third, find the vacancy location .

After defining the long-term goals and characteristic goals of development, universities should also actively look for new areas that have not been occupied by the market or have yet to be developed, and concentrate resources to develop new brand advantages.

Build a strong university brand. The positioning of the brand only points out the direction for the development of the university brand, and defines the university's goals, characteristics and space for development. it does not mean that the university brand has been formed or will be formed, but practice its internal skills and constantly enhance the gold content of the brand. building a strong university brand is not only the core of university brand, but also an important means to enhance the core competitiveness of the brand. The main contents are as follows . First, to design a set of unique university brand image logo. The university should design a unified and unique school emblem or image logo to enhance the brand image of the university. Through the brand image logo, in order to arouse people's recognition of the profound connotation of the university behind the brand image. The design of unique brand image is an important part of university brand management. Second, strengthen the brand quality of universities. Quality is the core of forging brand, and brand quality is the organic combination of product quality and service quality felt by consumers. The establishment and dissemination of university brand are determined by the quality of university education. It is particularly important to strengthen the quality system in university brand management. First of all, pay attention to the development of characteristic disciplines. Characteristic is the soul of quality.

In university brand management, we should adhere to the development principle and strategy of non-equilibrium, attach importance to and strengthen discipline planning, optimize discipline development model, and make discipline specialty have brand characteristics, so as to improve the quality of university brand. Secondly, strengthen the construction of teaching staff. Brand quality comes from excellent teachers, and high-quality teachers are the premise and guarantee of high-quality brands. Only famous teachers can bring up famous schools. Universities

should improve their educational level and quality by strengthening the construction of innovative teams and academic echelons. Thirdly, improve the quality of cultivating talents. To some extent, the quality of a university is reflected by the quality of the talents it trains. The quality of the university refers to the degree to which the university meets the needs of the society, including not only the quality of university products, the quality of teachers, the quality of teaching and scientific and technological research, but also the social satisfaction with the talents trained by the university. it is the sum of the quality of talents trained by universities and the quality of services provided by universities. With the rapid expansion of the scale of higher education, the demand for talents and services that universities can provide has changed from quantity to quality. Therefore, universities should make great efforts to train high-quality talents and provide high-quality "products" for the society to meet the needs of the society.

Promote advantageous university brands.While universities continue to build strong brands by practicing their internal skills, they should also pay attention to actively promoting and publicizing superior brands in order to enhance brand awareness, reputation and characteristics. "the smell of wine is also afraid of the depth of the alley." Today, when there are many colleges and universities, consumers' understanding of the target colleges and universities is often very vague, especially when the differences between universities are not very obvious. consumers' cognitive evaluation and behavior choices of universities are largely influenced by external propaganda factors. Under the premise of practising internal skills and ensuring quality, universities should also pay attention to the promotion and promotion of university brands. First, it is necessary to refine and state the outstanding points of the university and do a good job in publicising the characteristics of the university brand. In the tide of marketization of higher education, universities expand the teaching scale one after another and move towards the direction of running comprehensive universities. different universities tend to be the same in specialty setting and curriculum setting, and the differences between

universities are gradually narrowing. In this case, consumers have a great blindness in their choice of target colleges and universities. Universities should make full use of news media, advertisements and other communication tools and large-scale activities to spread their unique school-running ideas, characteristic specialties, outstanding figures, excellent achievements, and so on, so as to enhance the popularity and characteristics of universities in the eyes of consumers. so that consumers can strengthen their understanding and understanding of the brand and form a strong and lasting emotional identity and loyalty to the brand. Second, to realise the networking of university brand management. University brand management should make full use of the network as a convenient way to show consumers the characteristics of the university, release important activities and events, and publicize the outstanding achievements of the university through words and pictures, so as to make the university brand vivid, vivid and plump, so as to win consumers' high attention to the university and improve the popularity and reputation of the university. Third, using the focus effect of major events to promote university brands. It is an important strategy for university brand promotion to use activities or major events to focus on the eyes of Chinese people and even the world. Universities can make use of the good opportunity of celebrating the school or obtaining major scientific and technological achievements to publicize and promote the university brand, attract more people's attention, and establish a good image of the university.

Establishing a University Brand crisis Management system .In the process of its development, the university will inevitably encounter some unexpected events. If it can not be effectively prevented and dealt with in time, the brand that the university has worked so hard for many years will be destroyed, and the long-term development of the university will be affected. Therefore, it is necessary to establish a university brand crisis management system. The main contents are as follows .First, to establish the crisis prevention system of the university brand. University brand is formed by the public's subjective judgment of university information. Universities should actively interfere with consumers' cognitive process and actively guide the

public to establish correct evaluation criteria for universities to win a good reputation of consumers. At the same time, universities should, to a certain extent, take the initiative to "cater" to the preferences of consumers, listen patiently to consumers' comments on universities, especially pay attention to consumers' poor reputation of universities, discover their shortcomings in time and improve them, to avoid the expansion and deterioration of the situation and prevent university reputation problems from happening shortly. Second, to establish a university brand crisis management system. In the event of a crisis that destroys the school's reputation, the school should deal with it promptly and reduce the adverse impact on the school's reputation to a minimum through various public relations or remedial measures.

3.1.5 The brand generation framework of Chinese universities mainly includes four dimensions

Based on the empirical analysis done above, the brand generation framework of Chinese universities can mainly include four dimensions: government dimension,teacher-student dimension,cultural inheritance dimension, scientific research and social service dimension.

Under the criteria of meeting the four major dimensions, The framework of local general undergraduate university brand construction can be summarized as the following steps: First, Long-term layout based on connotative development, In the list of government projects to get government funding, This is the most critical step, It is also the source of strength to carry forward the university brand; second, Taking into account the talent promotion of the school, To form their own talent construction, Create a characteristic talent brand; third, After the university obtains the capital investment, We should pay paid to the construction of infrastructure, The inheritance of cultural brands; fourth, The building of the university brand road cannot be separated from the innovative research and development of academic achievements, And you need to shine in other areas, With the social recognition, With international recognition, To really call it a high-quality university with brand effect.

This paper on the basis of the research reasonable inversion, can draw inference: assuming now there are some non-government engineering sequence of ordinary undergraduate university, is trying to meet these requirements, and constantly from these dimensions actively implement the university brand strategy, can be called in the construction of their own university brand, promote their brand development, constantly close to the engineering sequence university, so as to prepare for the engineering sequence, and this is proposed in this paper a place ordinary undergraduate university and even the national university brand implementation potential path, has the good reference value for the development of local ordinary undergraduate university.

3.1.6 Implementing the university brand strategy has limitations in the university brand management.

University brand is operable and can be managed by commercial brand marketing strategy. However, higher education belongs to quasi-public goods, so there should be a clear boundary and scope to apply brand marketing strategy to university brand management.

The strategy of university brand implementation should be oriented by improving the value of university brand. The value of university brand mainly refers to its social benefits. A strong university brand means that the university has made a great contribution to the society, so we must adhere to the dominance of social benefits in the university brand management. On the one hand, under the guidance of the law of education, university brand management is to effectively optimize and integrate the resource elements of the school, improve the utilization efficiency of resources, achieve the social goal of educating people, and realize social benefits; on the other hand, the brand management of the university should also follow the law of the market economy, through the effective management of the university brand resources, so that the school can obtain the maximum operating income and realize the economic benefits of the university. The brand management of the university obtains the corresponding economic return while ensuring the realization of the

educational goal. when considering its own economic return, the university should not pursue the economic benefit purely like the enterprise, but should consider its social benefit. take the realization of social benefits as the starting point and destination of its brand management.

The premise of university implementation of brand strategy is to improve the quality of university brand. Today's products have entered a homogeneous era in the face of a large number of similar competitors, enterprises generally use a variety of promotion means to strengthen publicity to attract the attention of consumers. Enterprises adhere to the need to "do well". What is more, it is necessary to "say well" marketing concept and carry out strong advertising, making a certain brand a household name overnight. However, it is inevitable that there will be some nominal or exaggerated short propaganda. In the brand management of the university, it is important to actively promote the university brand. However, the most fundamental thing is to improve the quality of running a university by practising its internal skills. University brand publicity is more about the publicity of characteristics and achievements, such as the concept of running a university, characteristic specialities, outstanding people, excellent achievements and so on, rather than random propaganda.

The implementation of university brand strategy should adhere to the organic unity of various brand elements. Commercial brands generally express themselves through corresponding products or services as carriers. On the other hand, the carrier of the university brand is diverse. It is an organic whole composed of brand elements, such as the concept of the university, the president of the university, the teachers of the university, the students of the university, the discipline of the university, the academic activities of the university, the campus culture of the university, the service of the university, the image logo of the university and so on. Any link that has problems will have an impact on the university brand. In university brand management, we should establish the overall concept and realise the organic management of various brand elements.

Under the premise of respecting the inherent law of education, university brand management should actively learn from the brand marketing strategy of enterprises, make full use of their superior resources, strengthen the concept of university brand management, define the positioning of university brand, and create a strong university brand. Pay attention to the promotion of superior brands, the establishment of a brand crisis management system, improve the competitiveness of universities. If university management is a sharp sword for universities to compete, the university brand is undoubtedly the dazzling edge of the sword.

3.2 Recommendations on development path of regional characteristic backbone universities

The new round of scientific and technological revolution and industrial transformation has given birth to a series of new technologies, new industries, new models and new forms of business, which has had an important impact on China's economic transformation and upgrading and industrial structure adjustment, and also poses challenges to the types and structure of university talent training, the direction of discipline construction, and social service capacity. China's higher education has entered the stage of popularization, and the people have more new expectations for high-quality higher education. The diversified, distinctive and high-quality development of universities is the trend of The Times. Local backbone universities are different from "double first-class" universities and applied technology universities. They should be scientifically positioned, give full play to their advantages, adhere to doing things and not doing things, refine school characteristics, focus on development priorities, and provide high-quality talent guarantee and intellectual support for local regional economic, social and industrial development.

3.2.1 Adhere to the local, characteristic direction of running universities

Local backbone university should adhere to the regional orientation, strengthen problem orientation and service consciousness, combining their own development and regional development needs, around the local regional development strategy, economic transformation and industrial structure upgrading of social problems, the

livelihood of the people, personnel training, scientific research and social services, through the service to seek greater development space. Characteristic development means that, according to local characteristics, resource endowment, higher education development and other factors, resolutely give up unqualified disciplines or fields, concentrate resources in the fields with comparative advantages and make them lead in the development speed, and gain the discourse power in some disciplines and fields with local advantages. As a path for the development of higher education, characteristic development is a strategic choice from following to running and then to leading. Characteristics are not equal to a high level, and characteristic disciplines are not equal to first-class disciplines. To deal with the relationship between characteristics and first-class, it is necessary to highlight the comparative advantage on the basis of characteristics and enhance the core competitiveness.For the universities with the advantages of the industry, specialization is the characteristics of the industry. For local universities, they should mainly focus on regional dominant industries or leading industries. The service industry is the service place, and the two are consistent to some extent. Local backbone universities should adhere to the path of characteristic development, adopt differentiated development strategy, and reflect the characteristics of running schools in terms of the level and type of running schools, discipline layout, personnel training, and the combination of industry, university and research, etc.

Application is relative to the research type, including three specific types of application research, application technology, and application skills. The relationship between theory and application is not completely opposite. Application includes not only the operational technology application, but also includes the development and application of knowledge and skills. However, the development and application of knowledge and skills belong to the academic category, but they are different from the academic aspects of theoretical inquiry in terms of academic purpose, direction and content. Applied research universities focus on cultivating applied research and development talents, applied technology universities focus on cultivating specialized

knowledge and technical application-oriented talents, and applied skills universities mainly cultivate operational professional talents at the specialized level. Local backbone university in the proportion of graduate and undergraduate, doctoral degree, advantage subjects arrangement, development, platform construction, high-level personnel number and research university gap, to the development of research university, to the applied research university development is a realistic choice, fit localization, characteristic development strategy.

3.2.2 Build advantageous disciplines and drive the construction of discipline development clusters

Science and technology and social needs are the basic factors affecting the development of the discipline. Applied subject group is closely related to industrial development, and is directly affected by social demand. The knowledge creation, technology research and development and other activities of the industry need the support of multiple related disciplines. Through the positive response to the market demand, the industry constantly puts forward new functional requirements for the relevant disciplines of universities to promote the discipline construction and development of universities. Universities should follow the needs of science and technology for the development of the industry, follow the law of discipline development, and gradually form discipline development clusters reflecting the characteristics of running schools, including core disciplines, strong related disciplines, weak related disciplines, marginal interdisciplinary disciplines, and peripheral disciplines. On the road of characteristic development, local backbone universities should maintain their industrial advantages and local characteristics, face the technical needs of the industry, revolve around one or several advantageous characteristic disciplines, integrate superior resources, increase funding input, take the lead in the development of a second-level discipline or field, and gain a leading advantage. On the basis of consolidating the existing advantageous disciplines, we should adapt to the scientific and technological progress of the industry, gradually expand the discipline field, properly handle the relationship between comprehensive

development and characteristic development, and avoid the excessive pursuit of "large and comprehensive". While paying attention to the development of applied disciplines, it should adapt to the trend of technological innovation, promote the integration of disciplines, promote the combination of science and technology, the combination of medicine and industry, the intersection of industry and engineering, and the penetration of engineering, strengthen the construction of basic disciplines such as mathematics, physics, chemistry and biology, and lay the foundation for the long-term development of advantageous and characteristic disciplines.

3.2.3Emphasize the talent training and optimize the talent type and structure

Cultivating talents is the core task of a university. The orientation of talent training is the ideal design of what kind of people to cultivate, and it is the concrete presentation of the educational philosophy of combining purpose and regularity. The orientation of talent training is reflected in the types and levels of universities, the training objectives, and the specifications and requirements of talents. Universities with the same types and different levels have different orientation of talent training. For example, the same type ofjunior college level, undergraduate level, graduate level of the university has obvious differences in their talent training positioning. Universities with the same level but different types also have different specifications and requirements for cultivating talents. For example, the talents cultivated by comprehensive research universities and multi-disciplinary industry universities are different in terms of knowledge, ability and quality structure.

As applied research universities, local backbone universities have a low proportion of graduate students, especially the number of doctoral students. It is necessary to consolidate the foundation of undergraduate education, stabilize or reduce the scale of existing undergraduate students, actively develop graduate education, increase the proportion of professional master's students, stop specialized education, strive for

doctoral students enrollment plan, and form a more reasonable type and hierarchical structure of talent training. We should focus on the needs of the industry and the local economic and social development, deepen the integration of industry and education, and cultivate application-oriented compound innovative talents with solid theoretical foundation knowledge, broad scope of professional knowledge, and strong ability of science and technology promotion and transformation. Based on the dominant subject cluster of the university, a professional system should be constructed that is suitable for the industrial transformation and upgrading and the talent training objectives. It is necessary to combine the prediction of the talent demand of the industry organization and the vocational ability evaluation of the employers, and the proportion of the supply and demand in the talent market and the employment quality of graduates should be taken as the important basis for the setting or adjustment of disciplines and the determination of the scale of training. We will increase the proportion of compound and applied courses, closely combine the teaching of basic theoretical knowledge with the cultivation of students' practical application ability and development and research ability, integrate innovation and entrepreneurship education through the whole process of talent training, and take the road of combining industry, university and research.

3.2.4 Focus on applied research and technology development, service industry progress and regional development

After investigating the actual cases, some scholars concluded that there is a natural dependence relationship between the industry characteristic universities and their parent industry. The comprehensive dependence in the field of basic research, general research and characteristic research is 9%, 52% and 84% respectively. The same dependence applies to local universities. The relative disadvantages of local universities in terms of research strength, facility platform and foundation determine that they must develop in the direction of characteristic research and applied research. Local backbone universities should strengthen the characteristic research with high degree of industry dependence, strengthen the general research with medium degree

of dependence, promote the characteristic construction of basic research, and improve the overall scientific and technological innovation ability of the university. To play to the advantages of disciplines and talent, deepen the integration, colleges and technology development, industry major key technology needs, the people's livelihood needs, local social areas, improve the discipline chain-chain-chain through mechanism, the enterprise production line actual demand and industry development difficult problem as an important source of subject, industrial technology research and development, transformation and application promotion, strengthen industry enterprise personnel technical training, construction can provide strategic consulting services of high-end think-tank.

3.2.5 Innovate the ways of attracting talents and cultivating talents, and strengthen the development of weak board disciplines

Leading talents play an important role in supporting and leading the development of the discipline and improving the comprehensive competitiveness of the university. Local backbone university to innovation to ucai way, adhere to the introduction of foreign talents and cultivate local talents, the flexible to exchanging as an important way, focusing on the advantages of the development of disciplines, relying on the national and provincial major talent projects, take full-time introduction, part-time employment, scientific research cooperation, academic exchanges, introduce and cultivate a batch of domestic and foreign discipline talents and innovation team, especially to introduce a world-class university doctor or postdoctoral. To focus on cultivating a batch of outstanding young talents, play a good Dr Scientific research station and workstation of talent reserves, targeted to set up a batch of teachers postdoctoral post, take high strength incentive support policy, attract key university at home and abroad, tailored personalized youth academic reserve talents training plan, form a sustainable talent echelon. In the face of teachers 'application practice ability is insufficient, local backbone university to explore university teachers and industry talent two-way communication mechanism, hire enterprise engineering and technical personnel, industry practice personnel to university part-time teaching, a new

professional teachers practice again, improve teachers' practice consciousness, industry sensitivity and teaching organization ability.

3.2.6 Explore multi-party joint efforts to promote institutional and institutional innovation.

The mechanism of provinces and ministries (committees and bureaus) is an important measure to give play to the overall guiding role of the competent departments of the industry in the development of universities and solve the problem of poor communication between universities and enterprises in the industry. Local backbone universities should make full use of the joint construction mechanism, seek support by service and development by contribution, and explore the system and mechanism of co-construction by government, industry, university and research institutes. Provincial governments should take the initiative to establish a regular consultation mechanism with relevant departments (commissions and bureaus), and coordinate and solve the problems in personnel training and staff training, discipline construction and scientific and technological breakthroughs, and major projects and platform construction in the process ofjoint construction. The competent departments of the industry should strengthen policy guidance, promote the connection between industry associations, large state-owned enterprises, and relevant scientific research institutes and universities, deepen the multi-party cooperative education mechanism, support universities to participate in major scientific research projects in the industry, and broaden the channels of financial support for universities. University should actively with the relevant industry enterprises, research institutes to carry out all-round industry-learning-research cooperation, to build industrial technology research institute, scientific research and innovation team, key laboratory and infrastructure platform, college students practice base, depth into the industry enterprise innovation system, promote scientific and technological innovation resources and educational resources sharing, to further expand the school space.

3.3 Recommendations on university administrators

With the increasing maturity of China's market economic system, the brand has penetrated into all fields of life, the domestic market and products began to enter a new stage of development and competition, an era of brand competition. The centennial education should not be left out of it. In China, the mention of Peking University and Tsinghua University will make students yearn for it and envy the world in life. This is the effect of the university brand. The more mature the society is, the more obvious the famous brand effect is. With the increasing diversification of education supply methods in China and the increase of parents' selectivity for universities, the competitiveness of university brands cannot be ignored. Under the condition of market economy, brand has become the key to the survival and development of universities. In this case, the university must establish the brand awareness, carefully examine its brand management strategy war and carry out the university brand marketing activities according to the university conditions. Drawing on the successful experience of brand marketing of foreign famous universities, the following suggestions are proposed to university administrators on brand marketing of Chinese higher education.

3.3.1 Establish brand awareness

The reform and development of higher education cannot be separated from the renewal of ideas, the renewal of the new ideas adapted to the development law of higher education are the prerequisite for the establishment of brands. For the university without its own brand can't compete with the development trend of foreign universities, whether the competent department of education and university administrators, should fully understand the value and significance of university brand, with brand consciousness integration of university educational philosophy and management strategy, motivate the morale of teachers and college students, enhance the cohesion of the university, enhance the university image and visibility, improve the core competitiveness of the university.

3.3.2 Strengthen the research of the university brand theory.

No matter what you do, theory should be ahead of practice, and the lack of guiding theory will inevitably reduce the success rate of practice, including the process of building a university brand. At present, the university of China brand planning and construction theory overall still stay in the primary stage of other countries, Chinese scholars on the nature of university brand and the law of university brand building and development is not enough, the cognition of university brand planning, expected goal, the implementation of the overall thinking and requirements is not clear. It is the primary problem to increase the research of Chinese university brand theory and explore and establish a mature university brand theory system. Many universities in China have set up brand research institutes, but they all focus on the research of corporate brands, while ignoring the research of universities themselves. We can use this platform to increase the research of universities themselves and serve the development of universities.

3.3.3 University education brand marketing specialization

According to the needs, universities have set up special departments to carry out the strategy implementation and marketing and promotion of university brands. Almost every university president is emphasizing brand, but every university has no brand management department. This kind of brand building makes many university brands on the edge of scattered. At present, many universities in China have set up the development planning office, but they only pay attention to the macro school planning and lack of supervision over the implementation of the plan. At the same time, they are too focused on the change of university campus physics, and lack the development of university brand planning.

Try to establish a "university manager market" to promote the professionalism of university managers. Referring to the construction of the enterprise manager market under the modern enterprise system, we can try to build the "university manager market" and gradually promote the professionalization and specialization of the school managers. The biggest function of constructing the "university manager

market" is to form the self-incentive and restraint of the management subject through the competition from the manager market, so that it can effectively participate in the process of running the school ". At the same time, we can also learn from the mature practices of enterprises and set up "brand managers" in universities, so as to realize the professionalization of university brand management and brand marketing, and the professionalization of university brand management and managers.

Scientific brand management, Chinese famous economist Professor Xiao Zhuoji once said, "brand starts from management". Establishing and maintaining a brand is not something to be done in the process of bringing the product to market, but should start with management. Especially now, universities are in the center of social life, and more attention should be paid to the management of brand crisis. Similarly, China Agricultural University has a strong reputation, which makes enterprises think that their students are studying agriculture, and students in journalism and computer science are not well employed, which is also caused by the lack of scientific brand management.

3.3.4 Adopt a sound university brand strategy

Chinese university brand strategic consciousness is weak, and the behavior of eager for quick success and instant profit is common. The implementation of brand strategy in a university needs a long-term process, which requires a strong sense of strategy, but avoid the short-term behavior of eager for quick success and instant benefits. However, China's economic development continues to grow rapidly, the internal and external environment is changing, and short-term behaviors and impetuous emotions such as eager for quick success and instant benefits can be seen everywhere. These negative emotions and behaviors have affected the field of education, and will inevitably affect the building of university brands. At the same time, we can not be away. In recent years, some universities have proposed to build world-famous universities and other empty slogans, which are meaningless to the building and dissemination of the university brand.

3.3.5 Take the university brand internationalization route

Since the 1990s, the accelerated wave of economic globalization is forming, a new world economic system. In the field of education, economic globalization has truly strengthened the exchange of educational resources among countries, forcing them to open their education to the international market, so that countries can use the global education market to expand their local higher education, and finally promote the development of global higher education. In 1998, at the World Conference on Higher Education held by UNESCO, it issued the World Declaration on Prospects and Actions on Higher Education in the Century, calling on all countries to face up to the internationalization of higher education and stressing that international cooperation and exchanges are an important way to promote the development of higher education around the world.

The higher education law of the People's Republic of China in the first chapter article 12, "the state encourage and support higher education cause of international exchanges and cooperation", in article 36, "institutions of higher learning in accordance with the relevant provisions of the state, independent and overseas scientific and technological cultural exchanges and cooperation between the institutions of higher learning". All these legally give institutions of higher learning the autonomy to carry out international exchanges and cooperation.

China's "211 project" and "985 project" will international exchanges as an important work, efforts to create conducive to international academic exchanges and cooperation research environment, create good conditions to hire the world famous scholars to the key construction of domestic university lectures, participate in cooperative research, establish high-level personnel joint training and research base, to carry out a high level of international cooperation research projects, a high level of international academic conference, and attract foreign students to study in China, not only promoted the internationalization of China's higher education, also greatly improve the international visibility of Chinese university.

3.3.6 Use the established brand effect to achieve the sustainable development of the brand

Under the condition of market economy, the brand and reputation of universities have gradually become an important resource that cannot be ignored for the survival and development of universities. Some famous universities have accumulated great wealth in terms of intangible assets through long-term education, and become advantages in the fierce competition. In the marketing process, these universities often rely on their brand advantage, making huge profits without spending actual investment or only a small amount of investment. While earning these profits, they further enhance the brand awareness of the university. School of economics and management, Tsinghua university, integrated use of intangible assets management brand management and school business mode of cooperation, in cooperation with Harvard University, using the joint brand of Tsinghua university and Harvard, senior school management, senior managers training courses, received excellent economic and social benefits.

3.3.7 Seize the current favorable opportunity to enhance the university brand strength

According to relevant research data, China's higher education school age population peaked in 2008, about 125 million people, since 2009, China's higher education school age population will continue to decline trend, by about 2020 to "valley" value of 84 million people, this time, higher education development scale pressure is relatively reduced, thus provides a favorable opportunity to improve the quality of higher education. This is also the best opportunity to strengthen the university brand and enrich the strength of the university brand. Every university should seize this development opportunity, improve the quality of education, adjust the structure, expand high-quality education resources, and develop brand higher education.

3.4 Recommendations on improving the brand strategy of regional general universities

This paper introduces first-class universities to analyze the different dimensions of the model, and verifies the rationality of the model and dimensions constructed based on the university brand connotation theory. At the same time the place of Henan province ordinary undergraduate university policy background and HIST university brand construction analysis, and use the four dimensions put forward analysis of HIST university in the shortcomings in the process of brand construction, think for brand construction is the current market economy conditions of local ordinary undergraduate university is the best way to improve their competitiveness. And the first-class university as the goal of the local ordinary undergraduate university, in the government, teachers and students, cultural heritage, scientific research and social service under the four dimensions will select HIST university and top university comparative analysis, find out the HIST university on the brand construction and the gap between top universities, and based on the four dimensions to promote the construction of local key universities brand path analysis.

3.4.1 Meet the government project needs

The funding level of local ordinary undergraduate universities directly affects the operation and operation of a university, and the acquisition of funds is more dependent on the government appropriation or funding. And how to improve the construction of their own brand connotation, to obtain the government funding has also become an urgent breakthrough for local ordinary undergraduate universities. Every competitive local ordinary undergraduate university has different economic, political, cultural and other factors, and for seeking national or provincial government funding, we need to combine the local actual situation. If a city attaches great importance to the Marine industry, then universities can vigorously develop scientific research projects related to the ocean according to local conditions, so that it will be easier to win the favor of the government. Because the government is more interested of its impact on its own regional economy. Even if the projects or scientific research results produced by the university are very excellent, but if they are

separated from the local environment, they are only shell projects and have no practical landing value. Therefore, for universities, instead of following the trend of expand projects, it is better to develop characteristic projects and expand characteristic projects according to the actual situation. The distinctive brand projects can not only win the favor of the government, but also will certainly cause a strong reaction in the society, and even attract the investment of entrepreneurs, so that the amount of funds obtained by the university is very considerable.

The amount of university funding projects can directly drive the power of scientific and technological research and development. The amount of scientific and technological funds directly affects the scientific research input and scientific research output of a university, which in turn affects the comprehensive strength of the university. For local ordinary undergraduate universities to build an excellent university in China, they must first start from the local actual situation, combine the local inherent resource advantages and the talents, science and technology and other technologies of the university itself, maximize the role of people, finance and material, produce characteristic projects, and develop innovative industrial projects. In this process, in fact, the local universities are also expanding their own strength. As for the external policy environment on which universities rely, it is actually the government engineering sequence project discussed in this paper. Universities entering government engineering projects means that they can gain greater competitiveness. As obtained in the above research institute, meeting the needs of government construction projects and entering the government engineering sequence on this basis is the most critical step in the brand development of high-quality universities under China's national conditions, the most important source of strength for brand building, and the first step in the construction of excellent universities in China.

3.4.2 Focus on the talent brand model

Teachers and enrollment are the core framework of the teacher-student dimension in this paper. Any level of a university is inseparable from an excellent

teaching staff, and a high-level university undoubtedly has a strong teaching staff. That for a certain basic ability, but want to rise to the top of the local ordinary undergraduate university internal, the teaching staff is the premise. Now the university generally advocates professional education, that what is professional education. Professional education refers to the formation of a unity in the two aspects of pedagogy, and the establishment of a high level, high quality discipline team, is undoubtedly the premise of strengthening the brand construction of local ordinary undergraduate universities. For the formation of brand specialty, in fact, we need to build excellent management and teaching teams. To improve the teaching and management methods by combining the case experience of excellent universities, improve the teaching and management methods, establish and maintain the stable teaching order, ensure the school teaching work can be orderly and smooth; study and implement the national education policy; innovate and mobilize the enthusiasm of teachers and students in teaching and learning.

University teachers, as the people who "preach, impart knowledge and solve doubts" for students, undoubtedly establish the basic academic atmosphere of a university, and directly affect the cultivation of students. Every famous university in the world has some famous teachers and scholars, China Peking University has Cai Yuanpei, Tsinghua University has Mei Yiqi, Zhejiang University has Zhu Kezhen; British Cambridge has Newton, Oxford has Bacon; and American universities, not to mention the Nobel Prize winners, experts and scholars in the American universities everywhere. In this era of human resources, university teachers, as an important part of university brand strategy, have been valued by many universities. Many universities have offered olive branches to famous scholars in order to strive for better teachers, and the talent introduction plan of universities has become more and more perfect. University teachers directly affect the enrollment of universities, and many students and parents will take the teacher factor into consideration when choosing schools.

At the same time, universities should pay great attention to enrollment, and good student resources are also essential weapons. The vitality of a university lies in the quality of talent training after enrollment. In combination with the trend of The Times, we should understand the teaching mode of high-quality colleges and universities, actively change the traditional teaching habits of a book and a pen in the past, highlight the cultivation of students 'ability, strengthen students' humanistic quality and scientific literacy, and strengthen the training of students' innovation and entrepreneurship ability. Innovate the evaluation mechanism of students' vocational ability, stimulate students to make more achievements in innovation and invention, so that they can stand out in all levels of innovation and entrepreneurship competitions and special competitions; attach importance to the socially recognized vocational qualification certificate education, establish good cooperative relations with well-known universities at home and abroad, exchange students, and realize the cross-school training of students. The quality of teachers and students is the two most direct elements under the coordination of the internal mechanism of colleges and universities, which greatly affects the development path of the brand building of local ordinary undergraduate universities. Therefore, universities should actively improve the internal mechanism, and jointly improve the quality of teachers and students.

"Today you are proud of your Alma mater, Alma mater tomorrow proud of you" this sentence vividly reflects the importance of college students to university, a university as universities to cultivate talents used for society, is undoubtedly the highest of the university brand evaluation and the best publicity, especially for consumers, this is the value of they choose the university. The University of Oxford has trained 25 British prime ministers, Cambridge has trained 13 British prime ministers and 63 Nobel Prize winners, one-third of Japan's prime ministers and ministers from the University of Tokyo, Harvard University has trained 6 American presidents and 36 Nobel Prize winners, MIT has 15 Nobel Prize winners and so on. These distinguished alumni can not only consolidate and strengthen the university brand, but also bring many tangible and intangible resources to the university.

3.4.3 Inheriting university cultural brand

Inheriting the university cultural brand people, money and material is the usual way of thinking for us to analyze the influencing factors and seek solutions. In universities, in addition to government funding and funding, teachers and students, the campus facilities within universities are also very important. In this paper, the paper mainly analyzes the library area and collection of books in the campus facilities. From the analysis, we also know that in today's society, the scale of the library is also inextricably related to the level of the university. Library is the best way for university teachers and students to acquire knowledge resources. Library is just like the brain of a university. As long as the brain provides sufficient blood supply, the whole university can operate well. For local ordinary undergraduate universities, in the case of backward related aspects, the collection of books or foreign subscription books and newspapers is actually the relatively lowest cost. Because the benefits brought by the economic investment of collecting books are superimposed, the same professional book is for dozens or hundreds of people. In the research, it is also found that every university has a library, but the library is often ignored for its role in the process of brand building.

For inheriting the university cultural brand, the local ordinary undergraduate university management should first establish the professional cultural brand awareness. Both the facilities marked by the library and the construction of research and development centers, such as scientific research laboratories, need the top-level design at the university level, that is, planning the medium and long-term development goals of equipment and facilities, concentrating the limited financial resources, and building professional service facilities in stages and batches. In terms of the management of the department, it is necessary to follow up the middle-level design, build the service facilities of superior disciplines, concentrate limited resources to build the brand specialty, take the brand specialty construction as the goal, clarify the tasks, step by step, and persevere. Secondly, standardized management is the foundation. Only standardized teaching management, can form a

good style of teaching, study style, and finally form a good school spirit, form a professional spirit, evolve into campus culture, win social recognition. Only through the continuous integration of academic resources and academic elements within the university, and the promotion of the construction of university infrastructure, can it provide a good basic guarantee for the inheritance of cultural brands.

In addition, the university campus culture also includes the university campus landscape and the university campus activities. The university campus is the external image of a university, and is the carrier of the university spirit, university scholarship and university culture. The university campus is the external packaging of the connotation of the university, and it is the visual recognition of the university brand. Through the design of the university emblem and campus landscape of the university, it can directly reflect the spirit of the university conveyed by the university, and further deepen the recognition of the society and consumers to the university brand. Our history of universities its characteristic architecture, the overall campus landscape embodies the one hundred culture, like Beijing university unknown lake, yan, Tsinghua garden, Tsinghua university, the university of universities, is also the scenic tourist attractions, the campus landscape in the osmosis to the university brand has played a very good propaganda effect. University campus activities mainly refer to the student club activities, recreational activities and sports activities of the university. University activities success can also form a unique culture, like Shanghai jiaotong university basketball program, volleyball project of Fudan university, east China university of science and technology table tennis project, etc., these projects have become the university sports culture characteristics, for the university to win more social support, sponsorship and consumer trust, for the university brand.

3.4.4 Build a scientific research and academic brand

The discipline construction of a university is the expression of its personality different from other universities. The discipline setting of each first-class university has its own characteristics, that is, a famous university should have first-class disciplines in a certain field. For example, science, philosophy, literature, law of

Peking University, Tsinghua University, engineering and management, each has its own strengths. University courses are mainly the value of other universities in terms of curriculum setting, curriculum implementation and other curriculum evaluation. Harvard's elective and core courses, as well as case teaching pioneered by Harvard Business School, are the brands of Harvard courses. The scientific research of universities mainly refers to the original scientific research achievements and major scientific discoveries that represent the international frontier. In particular, the scientific research of research universities will bring great honor and influence to the university.

In order to vigorously promote the application of scientific research projects and promote the implementation of more and better scientific research results, the local ordinary undergraduate universities should actively innovate the scientific research mechanism, drive the enthusiasm of the university subjects, and constantly invest in scientific research and innovation. For the country and society, science and technology is the primary productive force. Similarly, for a local ordinary undergraduate university, a good scientific research project is the potential productivity and driving force. Only university constantly rendering the importance of scientific research, at the same time on the basis of perfecting the research incentive or reward rules and regulations to promote the campus research group growing, university can improve innovation ability, improve the competitiveness in the university of similar level, at the same time get the greater space, to first -class university, and this is the ultimate goal of local ordinary undergraduate university. For the team research construction is often ignored by people, which requires more publicity. Developed multimedia network technology makes the publicity channels diversified, and although publicity is not omnipotent, but any university lacks publicity, the brand building will be "hidden in the deep palace and people are ignorant". With the passage of time, the social influence and brand effect of excellent scientific research and development will gradually disappear. We should vigorously

publicize the achievements of innovations and inventions, especially the important and influential research results.

At the same time, local ordinary undergraduate universities should increase the publicity of scientific research application projects, and actively carry out exchanges and cooperation with domestic and foreign universities, which is an important part of the local ordinary undergraduate universities to go out of the local and towards the international. To this end, measures such as teacher exchange, short-term visit, academic exchange, student exchange, credit mutual recognition, degree interconnection and mutual award can be taken to introduce overseas advanced curriculum resources and establish a curriculum system connected with the international community. Local universities where conditions permit should actively promote education for international students and expand their international influence.

We should actively host or undertake national or even international teaching exchange seminars and academic exchange seminars to expand the academic influence and professional visibility of the university. For the publication of excellent papers, local ordinary undergraduate universities should also establish a set of corresponding incentive system and innovate the scientific research system. It's not about praise, but when academic competitiveness is so intense, university teachers and students work much more than ever to publish articles in top foreign or domestic journals. Under the effective scientific research incentive system, actively encourage large groups to lead small groups, so that excellent old teams can drive the development of emerging teams. The development of academic papers in local ordinary undergraduate universities is not a contest between individual teachers, but requires teachers to cooperate as much as possible to contribute to their own small teams, and then the strength of small teams to promote the overall academic achievement level of local ordinary undergraduate universities. Excellent scientific research achievements play a driving role in promoting social economy and culture, so local ordinary undergraduate universities should vigorously promote academic innovation, and then further promote the innovation and development of scientific

research mechanism, and give play to the role of scientific research achievements in serving the society.

Conclusions to section 3

To sum up, The implementation of brand strategy in local ordinary undergraduate universities is undoubtedly the most effective way to improve their own competitiveness. Combined with the data analysis in Sections 2 , we draw the conclusions of this paper:

1）The implementation of brand strategy is conducive to the competitive advantage.

2) Implementing brand strategies in universities requires internal integration.

3）The implementation of the university brand strategy is conducive to the identification and selection of consumers.

4) The Application of brand marketing strategy in university brand implementation.

Combined with the research conclusions,we draw the brand generation framework of Chinese universities mainly includes four dimensions:

1）Long-term layout based on connotative development, In the list of government projects to get government funding, This is the most critical step, It is also the source of strength to carry forward the university brand

2) Taking into account the talent promotion of the school, To form their own talent construction, Create a characteristic talent brand;

3）After the university obtains the capital investment, We should pay paid to the construction of infrastructure, The inheritance of cultural brands;

4）The building of the university brand road cannot be separated from the innovative research and development of academic achievements, And you need to shine in other areas, With the social recognition, With international recognition, To really call it a high-quality university with brand effect.

Combined with the research conclusions, the limitations in the university brand management found in this research include:

1) The strategy of university brand implementation should be oriented by improving the value of university brand.

2) The premise of university implementation of brand strategy is to improve the quality of university brand.

3) The implementation of university brand strategy should adhere to the organic unity of various brand elements.Commercial brands generally express themselves through corresponding products or services as carriers.

4) Under the premise of respecting the inherent law of education, university brand management should actively learn from the brand marketing strategy of enterprises, make full use of their superior resources, strengthen the concept of university brand management, define the positioning of university brand, and create a strong university brand.

Recommendations on development path of regional characteristic backbone universities:

1) Adhere to the local, characteristic direction of running universities.

2) Build advantageous disciplines and drive the construction of discipline development clusters.

3) Emphasize the talent training and optimize the talent type and structure.

4) Focus on applied research and technology development, service industry progress and regional development.

5) Innovate the ways of attracting talents and cultivating talents, and strengthen the development of weak board disciplines.

6) Explore multi-party joint efforts to promote institutional and institutional innovation.

Recommendations on university administrators:

1) Establish brand awareness.

2) Strengthen the research of the university brand theory.

3)University education brand marketing specialization

4)Adopt a sound university brand strategy

5)Take the university brand internationalization route

6)Use the established brand effect to achieve the sustainable development of the brand

7)Seize the current favorable opportunity to enhance the university brand strength.

Recommendations on improving the brand strategy of regional general universities:

1) Meet the government project needs.

2) Focus on the talent brand model.

3) Inheriting university cultural brand.

4) Build a scientific research and academic brand.

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