

## **Abstract**

The thesis is devoted to determining the factors influencing the success of place branding implementation in European cities. The involvement of stakeholders in the city branding process, the focus of city branding strategy on citizens and life quality increase, the inclusion of the EU-level stakeholder represented by the "Eurocities" network, management of digital identity, and the inclusion of the rhetoric of sustainability and "greenness" into the place branding strategy are considered as factors that can influence the success of city branding implementation in European cities. The analysis proved that city branding is a complex process that cannot be influenced by only one factor. The study outlined three elements necessary for the success of city branding of European cities. These factors include the involvement of stakeholders in the city branding process, digital identity management, and the inclusion of the rhetoric of sustainability and "greenness" into the place branding strategy. Also, the combination of factors sufficient to produce place branding was identified. Thus, for place branding to be successful, the place branding strategy should simultaneously involve citizens, focus on the citizens and life quality increase, and include management of digital identity and the rhetoric of "greenness" and sustainability into its agenda. The membership in the "Eurocities" network was not proved to produce significant results based on the cases chosen for study. To conduct the analysis, the author turns to the practice of city branding of sixteen medium-sized European cities (100,000-250,000 citizens). The successful cases chosen for study are Eindhoven, Innsbruck, Groningen, Maastricht, Magdeburg, Braga, Prato, Kiel. The unsuccessful cases considered in the study are Esbjerg, Aalborg, Odense, Limassol, Cottbus, Győr, Pescara, and Heerlen.