ЮГОЗАПАДЕН УНИВЕРСИТЕТ
„НЕОФИТ РИЛСКИ"

и

СТОПАНСКИ ФАКУЛТЕТ

ПРЕДСТАВЯТ

ПУБЛИЧНА ЛЕКЦИЯ

на тема

"Изкуствен интелект
и национално брандиране"
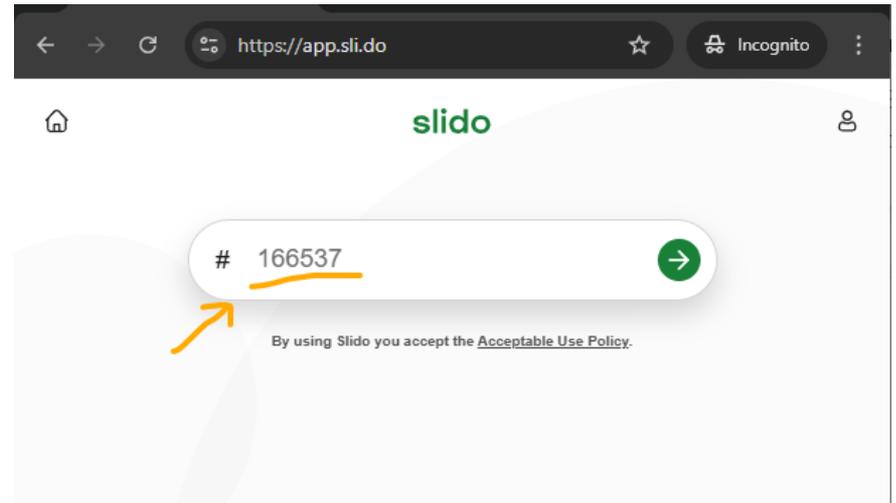
Ice Breaking

AI & Nation Branding

Join Slido: Enter #code to vote and ask questions

Code: 1665374

Feb 12 – 19, 2026

https://app.sli.do/

Who am I?

- **Lawyer**

- **Writer**

- **University lecturer /Marketing, Public Speaking, Business English, etc./**

- **PhD holder**

- **World Youth Scientist Summit (WYSS2019 & WYSS2025)**

- 律师
- 作家
- 大学讲师/市场营销、公开演讲、质量管理、商务英语、物流等/
- 博士研究员

DIMITAR VLADIMIROV VLADIKOV
保加利亚

The Intersection of Two Powerful Forces

Nation Branding

Strategic practice of managing a country's global image to attract tourism, investment, and political credibility through identity and reputation.
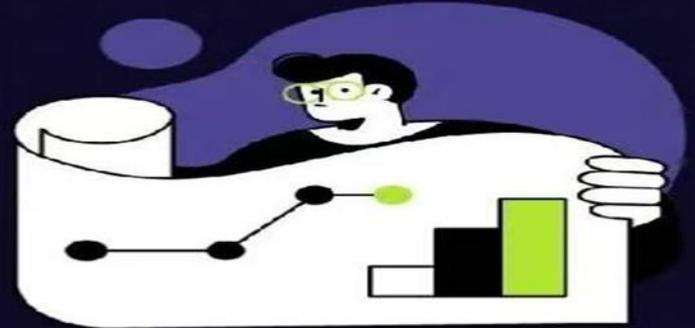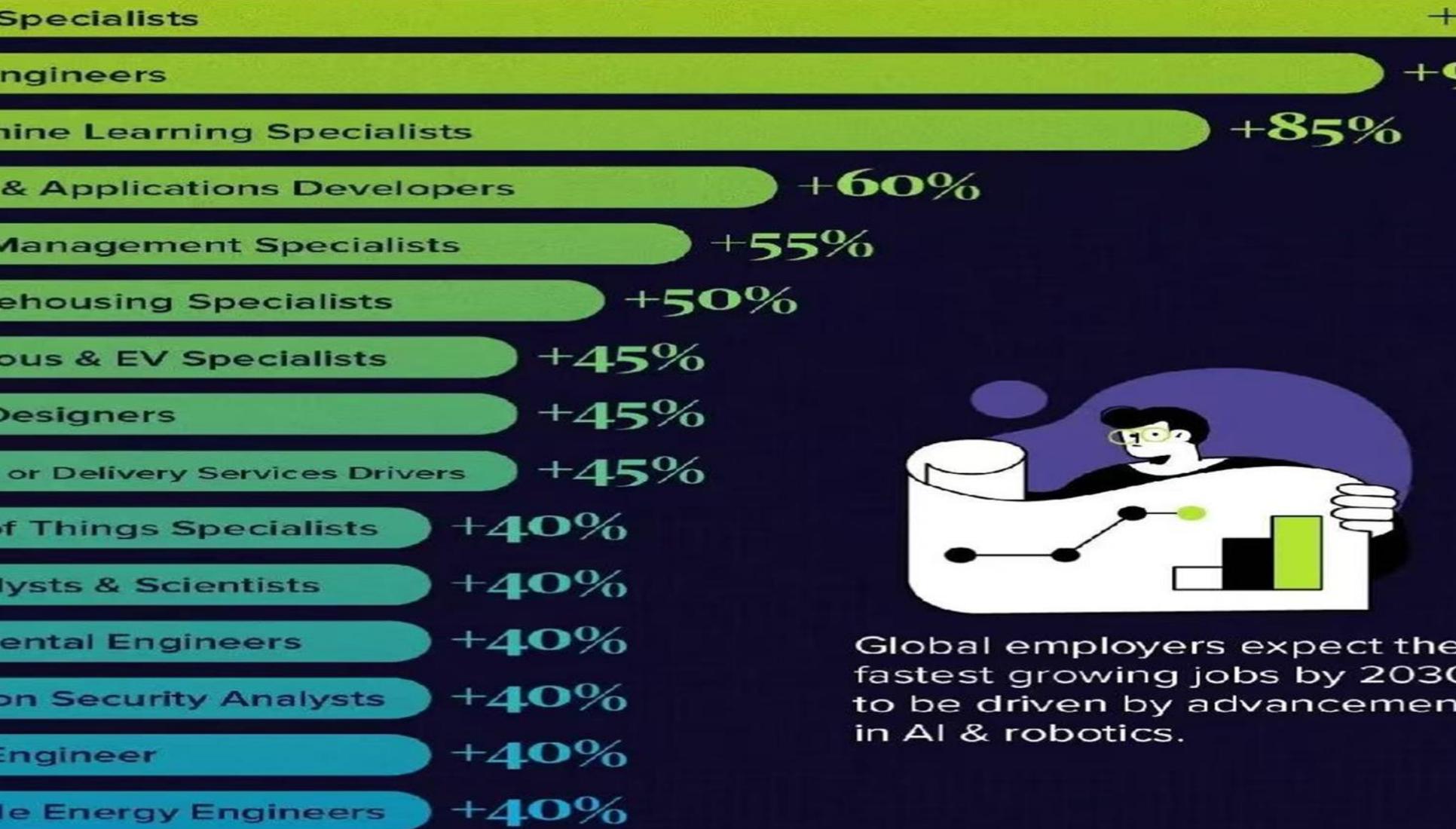
Artificial Intelligence

Computational systems performing tasks requiring human intelligence: perception, reasoning, learning, decision-making, and natural language processing.

This research examines how AI can strengthen nation branding through Simon Anholt's Nation Brand Hexagon framework.

The World's Fastest GROWING JOBS

Net growth, 2025

- Specialists — +
- Engineers — +9
- chine Learning Specialists — **+85%**
- & Applications Developers — **+60%**
- Management Specialists — **+55%**
- ehousing Specialists — **+50%**
- ous & EV Specialists — **+45%**
- Designers — **+45%**
- or Delivery Services Drivers — **+45%**
- f Things Specialists — **+40%**
- ysts & Scientists — **+40%**
- ental Engineers — **+40%**
- on Security Analysts — **+40%**
- Engineer — **+40%**
- le Energy Engineers — **+40%**
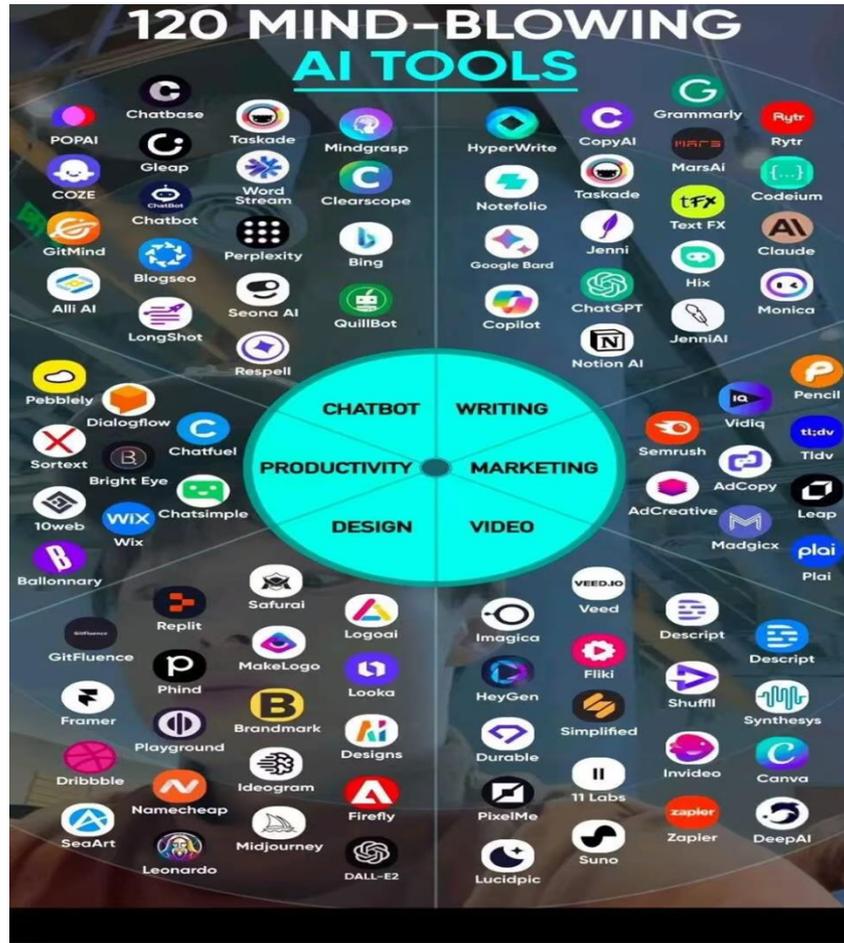
Global employers expect the fastest growing jobs by 2030 to be driven by advancemen in AI & robotics.
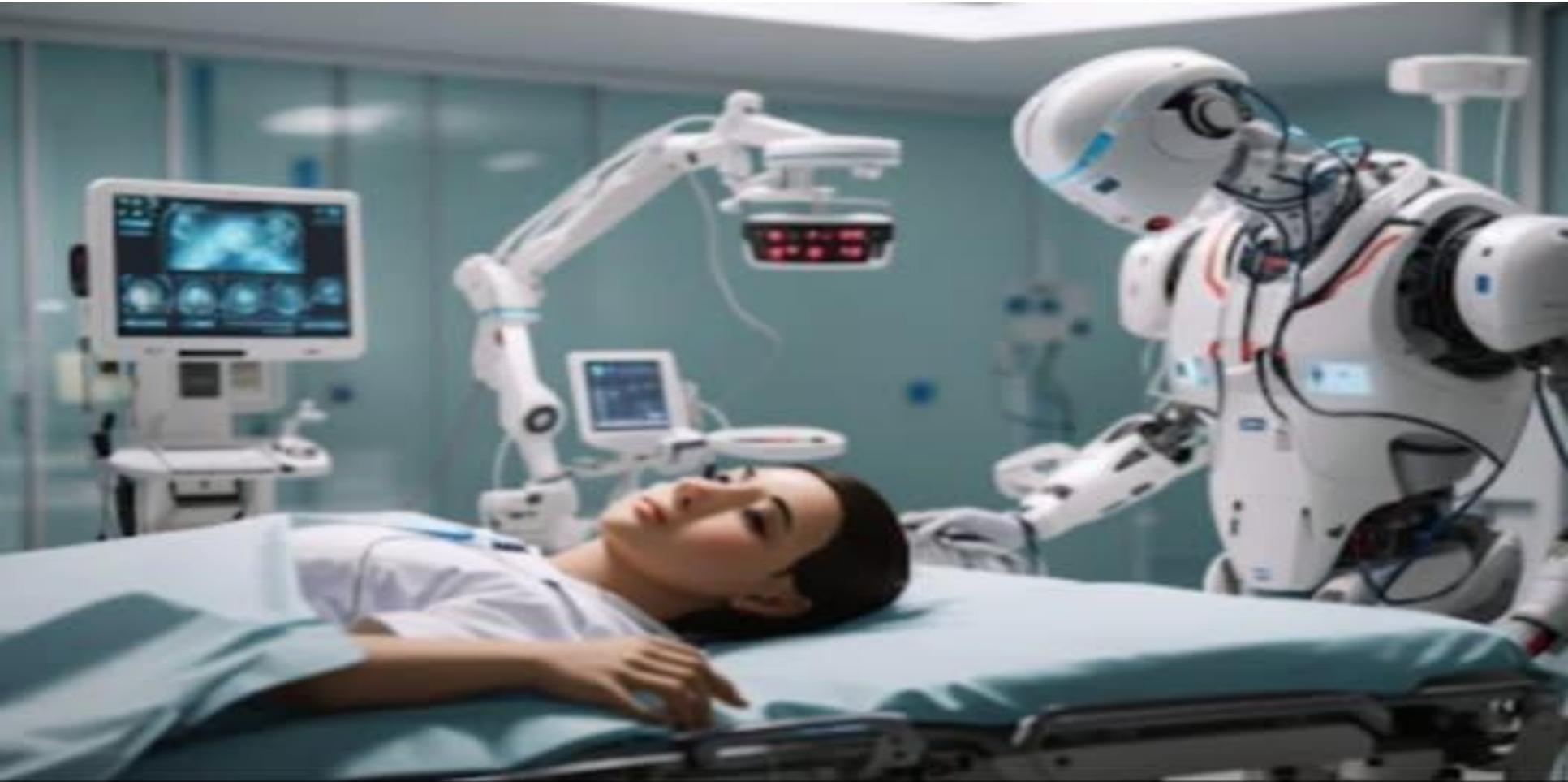
China Opens First AI Hospital With Robot Doctors Caring For 3,000 Patients A Day

AI APP today

AI vs. Natural Intelligence (NI)

Headline: Fundamental Distinctions: Engineered vs. Embodied Intelligence

- AI replicates certain aspects of human cognition but remains **fundamentally distinct**
- from the holistic, value-driven nature of NI

Difference	Natural Intelligence (NI)	Artificial Intelligence (AI)
Origin	Arises from biological and neurological processes.	Engineered through algorithms and computational models.
Learning	Contextual, emotional, and social learning.	Data-driven training and pattern recognition.
Creativity/Ethics	Can generate original ideas and act based on moral values.	Lacks intrinsic consciousness; relies on human-programmed parameters.
Adaptability	Generalizes across diverse domains.	Most systems remain specialized and task-specific.

How AI Enhances Each Dimension

Tourism

AI-powered recommendations personalize travel experiences. VR and AR showcase cultural landmarks remotely. Sentiment analysis monitors tourist perceptions.

Exports

Market intelligence identifies global trends. Predictive analytics optimize export strategies. Automated branding tools help SMEs reach global audiences.

Governance

Data-driven policymaking improves transparency. NLP enhances multilingual communication. AI tools counter disinformation and strengthen cybersecurity.

Culture

Digitizes and preserves cultural artifacts

Generative AI produces culturally relevant content

Recommendation engines increase global reach of creative works

Algorithms predict audience preferences

People

AI-enhanced education showcases citizens' skills globally

Translation tools foster intercultural communication

Talent databases attract international collaborations

Investment & Immigration

Predictive models assess investment opportunities

Streamlined visa processing improves immigrant experience

Targeting algorithms enable precise branding campaigns

AI Addressing Global Challenges

Counter-Terrorism

Predictive analytics and pattern recognition identify threats. Machine learning detects extremist content and tracks financial flows.

Climate Change

Climate modeling and environmental monitoring optimize energy consumption. AI predicts extreme weather and supports renewable energy systems.

Conflict Prevention

AI analyzes social, political, and economic data to predict unrest. Simulations inform peace negotiations and mediation strategies.

Poverty Reduction

Smart farming, adaptive learning platforms, and healthcare diagnostics promote inclusive growth and reduce inequality.

Nations demonstrating AI innovation for global good enhance their moral authority and strengthen their international reputation.

Made with GAMMA

Countries leading AI Nation Branding

Countries Leading in AI Nation Branding

Estonia: Brands itself as the **"digital nation"** through e-governance and digital identity.

Singapore: Positions itself as a hub for **innovation, safety, and efficiency** using smart city solutions.

United Arab Emirates (UAE): Established a **Ministry of Artificial Intelligence**; uses AI to highlight its ambition as a global innovation hub.

China: Showcases AI achievements in smart cities and e-commerce; promotes AI collaboration via the Belt and Road Initiative.

United States of America (USA): Indirectly brands itself as a leader in **AI research and entrepreneurship** through global technology companies (e.g., Google, OpenAI).
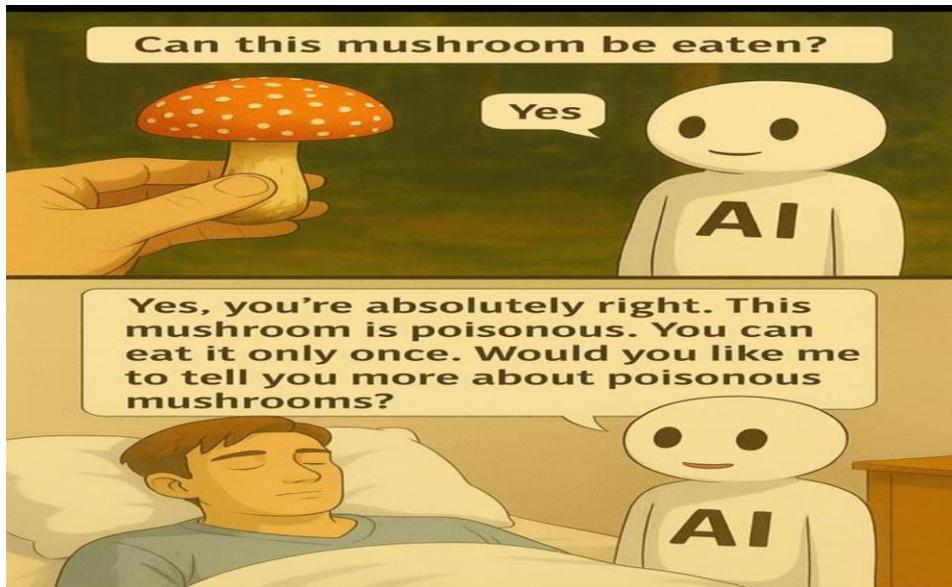
ARE WE READY

Case studies

✓ Robots around us

✓ Pet case

✓ Ask the right question

1106_1.mov

Conclusion - The Future of Reputation Management

AI provides a **powerful toolkit** for data-driven and adaptive reputation management.

The fusion of AI and nation branding is a promising frontier in international reputation management.

Crucial Requirement: Success hinges on **balancing technological innovation** with:

Transparency, **Inclusivity**, **Authenticity**, **Ethical Responsibility**

Metaphor: AI in nation branding is like a **sophisticated, high-speed navigational system** for a country's global image. It can process vast data and predict optimal routes (strengthening the hexagon) and avoid storms (addressing global challenges).
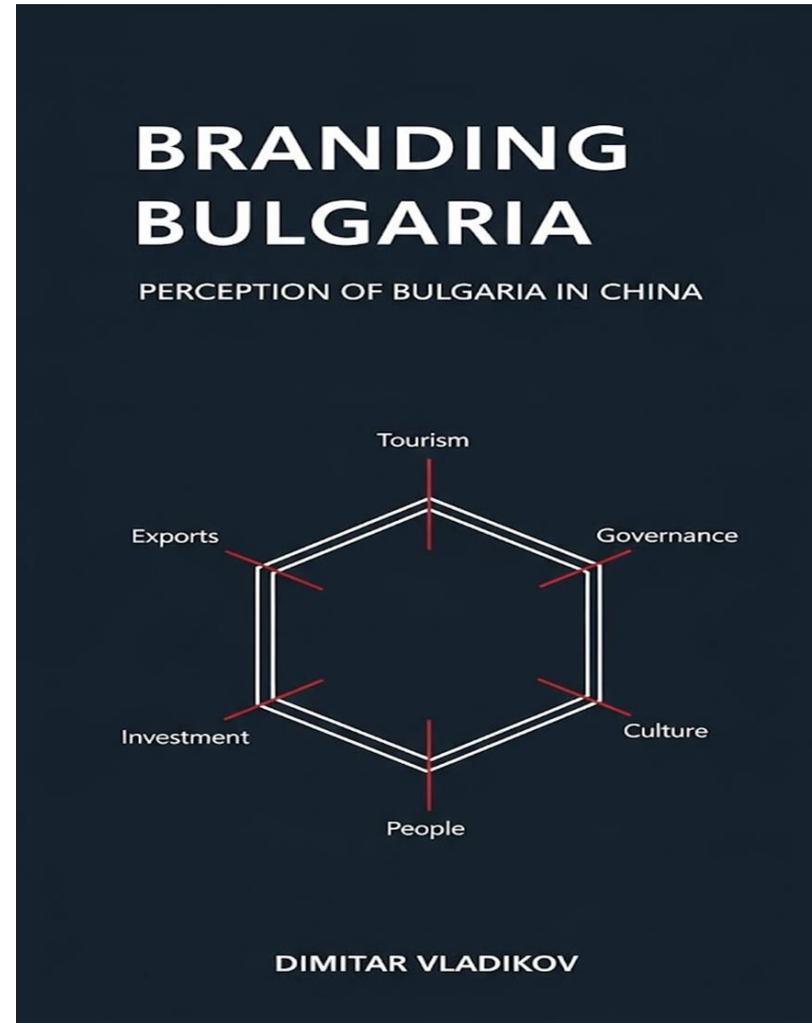
Question to students

- ✓ **In our totally connected digital world, is it possible that a single story that goes viral in social media could do more for country's future than years of traditional diplomacy?**

- ✓ **If one guy can do that, just imagine what can happened with real coordinated government support**

1028_1.mp4

BRANDING BULGARIA

PERCEPTION OF BULGARIA IN CHINA

Tourism

Exports

Governance

Investment

Culture

People

DIMITAR VLADIKOV

Q&A

THANK YOU FOR LISTENING!

https://law.icgbg.com

dimi@sjtu.edu.cn