Personal Brand: Concepts and Discussions

Hamid Reza Yazdanjoo[*], Arash Haj Karimi
Department of Business Management, Abhar Branch, Islamic Azad University, Abhar, Iran.

A B S T R A C T

Having a valuable personal brand can result in a person's success in society and the workplace. Invariably, people with good behavior and behavior can have a positive and lasting influence on their minds and thus achieve success in management processes and organizational leadership. It is clear that the success in the tasks and tasks assigned to the work environment at any organization level can promote employment and progress. The maintenance and promotion of a personal brand can create value as an intangible asset for people, and the maintenance and retention of this asset can result in smoothing of success through mentioned solutions.

Keywords: Brand, Personal Brand, Organizational Leadership, Management.

INTRODUCTION

The brand , the closest to which is to " build Nick " , is one of the very important issues and strategies of business enterprises that can survive and increase market share , as well as build loyal customers(L. Harris & Rae, 2011; Montoya & Vandehey, 2002; Vitberg, 2010). Brand is a mental concept that is only the intangible assets of any organization or enterprise(Gall, 2010; Khedher, 2015). The personal brand is more complex than branding at the corporate level and organizations, highly related to morale, individual traits, and consequently the behaviors that an individual presents and may have a positive or negative image. Whether or not, relationships within the organization or organization itself is based on the individual brand that forms during the time(Smit, Bronner, & Tolboom, 2007). Significant factors are effective in building a personal brand , including Morales-Sánchez and Cabello-Medina (2015), the ability to perform tasks, morality and type of dealing with others, personal knowledge, happiness, teamwork, competence, leadership strength , ability to communicate, patience, sustainability, etc. Perhaps in the simplest definition, the brand can be viewed as the public face of an individual, which needs to be aligned with what is expressed by others. In other words, if a person can manage such a task, he has managed to control the attitude of others to himself. Lockshin, Spawton, and Macintosh (1997) states that your brand is actually an idea powerful and positive, so that when others think about you it will occur to them, and show who you are, what you do and how to make a distinction, which can create value for your goal market(Angle & Forehand, 2016; Wheeler, 2017).

[*] . Corresponding Author: Yazdanjoo, H. R.

There was no path between Bree for personal branding, and there had to be plenty of work on the way, as this process would require time and effort, and it would not be achieved overnight. In sum, you can take the steps necessary to create an effective personal brand as follows:

- The definition of the original identity, which is self - knowledge and knowledge of the strengths and values of motivator (Balmer, 2008; Nandan, 2005; Wheeler, 2017).

- Selecting the niche market, represents an appropriate position in target market and between target audiences (Tran, Moritaka, Liu, & Fukuda, 2018; Urde & Koch, 2014).

- The different approach in implementation, in fact, represents the creation of a distinction of others, which requires creativity and innovation to create a unique feature (Burnap, Hartley, Pan, Gonzalez, & Papalambros, 2016; Keller, 2003).

- Publication, or visibility by target audiences and bonding with them(Kalia, Patel, Moriarity, & Canon, 2017; Scheidt, Loohuis, & Henseler, 2019).

- The preservation and evolution of the brand expresses an effort to maintain and maintain a brand with an evolutionary and developmental approach(Berthon, Pitt, Parent, & Berthon, 2009; Wheeler, 2017).

PERSONAL BRAND HISTORY

Brand history began as the competition between different industries in the nineteenth century and the importance of finding products and registration and branding of commodity producers on the packaging of products and with radio and radio commercials continued in the 1940 s by increasing competition in order to gain greater share of the market. As Philip کاتلر, the father of modern marketing in his book, said a good business letter is of consumer advantage. The consumer score means that customers show loyalty to the names of loyalty. A significant number of customers, even if other alternatives are offered at the market with lower prices, the applicant will be the same business names and will not accept replacement goods. The personal brand was first used by Peters (1997) in fast company magazine(Gander, 2014). Individual brand can also create an advantage, like the brand of businesses and organizations, and make it a priority in competition to promote his career (Graham & Cascio, 2018; Pearson, 2016; Peters, 1997). Personal brand is a collection of different senses resulting in a dominant sense in the minds of those around you, or seeing a person, these senses are influenced by the different factors discussed below. Everybody, whether or not, has a personal brand. The goal should be to design that brand to make a clear and important impact on you and your business, whether you own small businesses, or a single entrepreneur or company managing director(Gorbatov, Khapova, & Lysova, 2018; Petruca, 2016).

EFFECTIVE FACTORS ON THE BRANDING OF PERSONALITY IN THE WORKPLACE

Many factors can be considered in shaping and enhancing the personal brand of people.

The ability to perform the work: the degree of effectiveness and effectiveness of individual in different people is different and can be changed and there is a significant relationship with the motivation of individuals, how to perform tasks, speed, accuracy and quality of the tasks(Holton & Molyneux, 2017). When a person develops his ability and is known as a capable person in the organization, he is more trusted by the managers and the opportunity to promote his career(H.-M. Chen & Chung, 2017).

Ethics: one of the most important factors of personal brand construction is appropriate and ethical treatment in the workplace. everyone likes to work alongside happy colleagues because

they typically spend one - third of the day in the workplace , and since it is generally associated with the onset of daily activity and can have a direct impact on one 's mood in other hours, it is important to have suitable colleagues for people. Successful managers also have a good score in their assessment of individual's ethical behavior by observing employee behavior and they can be used in personnel job promotion (Cederberg, 2017; Khedher, 2015; Sen, 2016).

Personal knowledge: In the third millennium organizations, knowledge plays a vital role, and knowledge management is an important managerial role in these organizations. Personnel who are given useful knowledge based on experience or education can be used to advance organizational goals, find a special place in the organization and are always the point of support of co - workers and even organizational managers(Khedher, 2015). Formally, co - workers share their problems with the individual and are officially entrusted to these people. Such individuals are found at different organizational levels and on the basis that knowledge management is important in organizations to achieve maximum productivity using all organizational capacities (H. M. Chen & Chung, 2016; Johnson, 2017; Kucharska, 2017).

Punctuality: It is a good promise of good moral qualities that is very effective in shaping people's personal brand, to have a good reputation among those who are communicating with us, "we can always remember" not a promise we can to do and make promises to our promises. This strategy can be very effective in our promises (Grzesiak, 2018; M. T. Harris & Baum, 2015). When people are well known to be optimistic about others, colleagues for group and individual tasks open a special account of the people, and this factor can lead to career advancement(Foster, Punjaisri, & Cheng, 2010).

Cooperation and assistance: When a person is always the first to help others and to help others to help others, he will find a positive influence on people's minds, and the persistence of this sense will affect people" s minds, and the persistence of this sense can lead to a positive effect on people's personal brand value(Khedher, 2019; Vitberg, 2010).

Group Work capability: With regard to the importance of teamwork in the activity of today's organizations, managers have always considered the ability of individuals to participate in tasks and group tasks and value for the effective people in the group whose individual productivity may add further synergy in group tasks and consider this factor in the promotion of individuals(Laroche, Habibi, Richard, & Sankaranarayanan, 2012).

Trust: Self - esteem involves a set of factors that reinforce the sense of trust among peers of an individual. There are factors like secrecy, cooperation and assistance, assistance to others, how to do things, make things, and other items that can create a sense of trust among co - workers(Laroche et al., 2012; Mosavi & Kenarehfard, 2013).

Education: degree of education and degree of degree of education is valuable in itself, and the person can be successful using this opportunity and relying on this value in making a personal brand and using other brand - making factors to enhance their personal brand value(Jefferess, 2012; Johnson, 2017; Khedher, 2015).

The degree of ability to communicate: the power of communicating in different people is different, and personality traits are effective in communicating with others, i.e., the extrovert are more successful than an introvert. In the workplace, a friendly and friendly encounter with other people can cause problems(Nolan, 2015). The strength of communication in individuals is usually influenced by the formation of intra - organization groups and the characteristics of organizational behavior of these groups(Johnson, 2017).

The recent researches conducted in organizations show that more than 50 percent of the problems that occur in organizations are not related to software and lack of facilities, but the problem of interpersonal communication. Lack of interpersonal skills creates a lot of costs for an organization. Both financial and psychological costs, as well as lack of training skills, can increase

both oppositions and contradictions, as well as to bring about a more dramatic escalation. It can also be found atdifferent levels within and outside the external environment (Nysveen, Pedersen, & Skard, 2013).

Management Power: The power management authority also plays an important role in job - making problems as well as the unanticipated difficulties in the individual brand building, and increases the level of trust between peers and top managers of the organization(Steenkamp, 2017; Tan, 2017).

Leadership Power: The power of leadership is more of a natural trait that exists in some individuals and can influence the plural. By identifying and teaching properly these people can be well - trained, they are always considered the attention of top managers. These individuals have a particular personal brand that can be used in the interests of the organization(Stobart, 2016).

Patience and tolerance: ethical and personal characteristics can be pointed to the extent of patience and tolerance of people in the workplace, which is an effective factor for success in doing things. And this is a success in building the individual brand of individuals and raising the value of the brand(Commaille, 2017; O'Neill, 2015).

The elegance and type of dress: always seeing well - groomed and well - groomed people make a positive impression among those around you that can be used in strengthening personal brand value.

Lawfulness: deference to institutional laws and avoiding the influence of personal perceptions and perceptions in legal and legal affairs can lead to people, and must always remember that the positive effect of compliance is more than the cross - sectional effect of certain friends or individuals with Meta - expectations(Mourad & Valette-Florence, 2017).

Different: differentiating with other colleagues can make people more exposed to view. To be distinct, it should be positive for personality and behavioral factors to be more effective in people's minds, and the principle of "continuity" in this matter is important because, if this different is fractal, the result will be counterproductive and may result in labels such as hypocrisy, affectation, Cheater or optimism in the mind of others(de Vries, Peluso, Romani, Leeflang, & Marcati, 2017).

Intelligence: People's intelligence has a significant role in the success of communicating with others as well as the right decision - making authority, and individuals with high IQ can be much more successful than their peers and relying on their intelligence to promote self - esteem and gain confidence in senior organizational managers and pave the way for their progress(Kalia et al., 2017; Manai & Holmlund, 2015).

Other factors: there are many factors in the construction of personal brand of people in the workplace, some of the most important ones, but it should be noted that factors such as cultural and cultural issues can affect the impact of these factors, as well as organizational culture and other factors that a successful individual can build and maintain a strong and valuable personal brand.

CONCLUSION

Personal brand has at least three core goals: finding a suitable and valuable job, creating credit and social reputation, and finally creating influence and influence in a specialized field. But apart from your motivation to build a personal brand, there are also a variety of solutions to build and strengthen personal brand. Creating a personal brand depends on how much effort you spend during the day. For instance, the simplest way to create a personal blog is to share your

experiences with others, or use the common social networks that you can do in addition to communication, transfer knowledge and experience.

On the way to develop your brand, never have a fire opportunity. Everyone who focuses on the development of his own brand must be well aware of the activities associated with each time section. It is unlikely that the person focusing on the development of his own brand will waste time on non - value - worthy tasks. A person who spends a lot of time on a circular web, or fixes his eye on the computer screen, is likely to deviate from his personal brand development path. The most important part of the creation of a personal brand is continuous learning and being updated to maintain physical and mental readiness.

REFERENCES

Angle, Justin W., & Forehand, Mark R. (2016). It's not us, it's you: How threatening self-brand association leads to brand pursuit. *International Journal of Research in Marketing, 33*(1), 183-197. doi: https://doi.org/10.1016/j.ijresmar.2015.08.003

Balmer, John M.T. (2008). Identity based views of the corporation: Insights from corporate identity, organisational identity, social identity, visual identity, corporate brand identity and corporate image. *European Journal of Marketing, 42*(9/10), 879-906. doi: doi:10.1108/03090560810891055

Berthon, Pierre, Pitt, Leyland, Parent, Michael, & Berthon, Jean-Paul. (2009). Aesthetics and Ephemerality: Observing and Preserving the Luxury Brand. *California Management Review, 52*(1), 45-66. doi: 10.1525/cmr.2009.52.1.45

Burnap, Alexander, Hartley, Jeffrey, Pan, Yanxin, Gonzalez, Richard, & Papalambros, Panos Y. (2016). Balancing design freedom and brand recognition in the evolution of automotive brand styling. *Design Science, 2*, e9. doi: 10.1017/dsj.2016.9

Cederberg, Charles D. (2017). Personal branding for psychologists: Ethically navigating an emerging vocational trend. *Professional Psychology: Research and Practice, 48*(3), 183-190. doi: 10.1037/pro0000129

Chen, Hai-Ming, & Chung, Hsin-Mei. (2017). A scale for CEO personal brand measurement. *South African Journal of Business Management, 48*(2), 23-32.

Chen, Hai Ming, & Chung, Hsin Mei. (2016). How to measure personal brand of a business CEO. *Journal of Human Resource and Sustainability Studies, 4*(4), 305-324.

Commaille, Douglas. (2017). *The Journey to a Personal Brand*: Routledge.

de Vries, Lisette, Peluso, Alessandro M., Romani, Simona, Leeflang, Peter S. H., & Marcati, Alberto. (2017). Explaining consumer brand-related activities on social media: An investigation of the different roles of self-expression and socializing motivations. *Computers in Human Behavior, 75*, 272-282. doi: https://doi.org/10.1016/j.chb.2017.05.016

Foster, Carley, Punjaisri, Khanyapuss, & Cheng, Ranis. (2010). Exploring the relationship between corporate, internal and employer branding. *Journal of Product & Brand Management, 19*(6), 401-409. doi: doi:10.1108/10610421011085712

Gall, Dan. (2010). Librarian Like a Rock Star: Using Your Personal Brand to Promote Your Services and Reach Distant Users. *Journal of Library Administration, 50*(5-6), 628-637. doi: 10.1080/01930826.2010.488928

Gander, Michelle. (2014). Managing your personal brand. *Perspectives: Policy and Practice in Higher Education, 18*(3), 99-102. doi: 10.1080/13603108.2014.913538

Gorbatov, Sergey, Khapova, Svetlana N., & Lysova, Evgenia I. (2018). Personal Branding: Interdisciplinary Systematic Review and Research Agenda. *Frontiers in Psychology, 9*(2238). doi: 10.3389/fpsyg.2018.02238

Graham, Brooke Z., & Cascio, Wayne F. (2018). The employer-branding journey: Its relationship with cross-cultural branding, brand reputation, and brand repair. *Management Research:*

Journal of the Iberoamerican Academy of Management, 16(4), 363-379. doi: doi:10.1108/MRJIAM-09-2017-0779

Grzesiak, Mateusz. (2018). Personal Branding: Its Essence, Goals and Classification *Personal Brand Creation in the Digital Age: Theory, Research and Practice* (pp. 7-33). Cham: Springer International Publishing.

Harris, Lisa, & Rae, Alan. (2011). Building a personal brand through social networking. *Journal of Business Strategy, 32*(5), 14-21. doi: doi:10.1108/02756661111165435

Harris, Michael T., & Baum, Neil. (2015). Building Your Career, Your Reputation, and Your Personal Brand. In N. Baum, R. G. Bonds, T. Crawford, K. J. Kreder, K. Shaw, T. Stringer & R. Thomas (Eds.), *The Complete Business Guide for a Successful Medical Practice* (pp. 225-237). Cham: Springer International Publishing.

Holton, Avery E, & Molyneux, Logan. (2017). Identity lost? The personal impact of brand journalism. *Journalism, 18*(2), 195-210. doi: 10.1177/1464884915608816

Jefferess, David. (2012). The "Me to We" social enterprise: Global education as lifestyle brand. *Critical Literacy: Theories and Practices, 6*(1), 18-30.

Johnson, Katryna M. (2017). The importance of personal branding in social media: educating students to create and manage their personal brand. *International Journal of Education and Social Science, 4*(1), 31-27.

Kalia, Vivek, Patel, Amy K., Moriarity, Andrew K., & Canon, Cheri L. (2017). Personal Branding: A Primer for Radiology Trainees and Radiologists. *Journal of the American College of Radiology, 14*(7), 971-975. doi: https://doi.org/10.1016/j.jacr.2017.03.017

Keller, Kevin Lane. (2003). Brand Synthesis: The Multidimensionality of Brand Knowledge. *Journal of Consumer Research, 29*(4), 595-600. doi: 10.1086/346254

Khedher, Manel. (2015). A Brand for Everyone: Guidelines for Personal Brand Managing. *Journal of Global Business Issues, 9*(1), 19-27.

Khedher, Manel. (2019). Conceptualizing and researching personal branding effects on the employability. *Journal of Brand Management, 26*(2), 99-109.

Kucharska, Wioleta. (2017). Consumer social network brand identification and personal branding. How do social network users choose among brand sites? *Cogent Business & Management, 4*(1), 1315879. doi: 10.1080/23311975.2017.1315879

Laroche, Michel, Habibi, Mohammad Reza, Richard, Marie-Odile, & Sankaranarayanan, Ramesh. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior, 28*(5), 1755-1767. doi: https://doi.org/10.1016/j.chb.2012.04.016

Lockshin, Lawrence S., Spawton, Anthony L., & Macintosh, Gerrard. (1997). Using product, brand and purchasing involvement for retail segmentation. *Journal of Retailing and Consumer Services, 4*(3), 171-183. doi: https://doi.org/10.1016/S0969-6989(96)00048-3

Manai, Aicha, & Holmlund, Maria. (2015). Self-marketing brand skills for business students. *Marketing Intelligence & Planning, 33*(5), 749-762. doi: doi:10.1108/MIP-09-2013-0141

Montoya, Peter, & Vandehey, Tim. (2002). *The brand called you*: Nightingale Conant.

Morales-Sánchez, Rafael, & Cabello-Medina, Carmen. (2015). Integrating character in management: virtues, character strengths, and competencies. *Business Ethics: A European Review, 24*(S2), S156-S174. doi: 10.1111/beer.12104

Mosavi, Seyed Alireza, & Kenarehfard, Maryam. (2013). The impact of value creation practices on brand trust and loyalty in a Samsung Galaxy online brand community in Iran. *International Journal of Mobile Marketing, 8*(2), 75-84.

Mourad, Siham, & Valette-Florence, Pierre. (2017). *The Core Role of Counterfeiting Resistance for Improving the Genuine Luxury Brand Purchase Intention*, Cham.

Nandan, Shiva. (2005). An exploration of the brand identity–brand image linkage: A communications perspective. *Journal of Brand Management, 12*(4), 264-278. doi: 10.1057/palgrave.bm.2540222

Nolan, Lynnette. (2015). The impact of executive personal branding on non-profit perception and communications. *Public Relations Review, 41*(2), 288-292. doi: https://doi.org/10.1016/j.pubrev.2014.11.001

Nysveen, Herbjørn, Pedersen, Per E, & Skard, Siv. (2013). Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions. *Journal of Brand Management, 20*(5), 404-423. doi: 10.1057/bm.2012.31

O'Neill, Maeve Ahern. (2015). *How to Maximise Your Digital Footprint as a Personal Brand.* National University of Ireland.

Pearson, Stewart. (2016). *Building brands directly: creating business value from customer relationships*: Springer.

Peters, Tom. (1997). The brand called you. *Fast company, 10*(10), 83-90.

Petruca, Irina. (2016). Personal branding through social media. *International Journal of Communication Research, 6*(4), 389.

Scheidt, Stefan, Loohuis, Raymond, & Henseler, Jörg. (2019). *See and be seen: How visibility affects the personal branding of top managers.* Paper presented at the 14th Global Brand Conference 2019.

Sen, Somak. (2016). Controversial Advertisements in Brand Development and Violation of Advertising Ethics. *Global Media Journal: Indian Edition, 7*(2), 1-12.

Smit, Edith, Bronner, Fred, & Tolboom, Maarten. (2007). Brand relationship quality and its value for personal contact. *Journal of Business Research, 60*(6), 627-633. doi: https://doi.org/10.1016/j.jbusres.2006.06.012

Steenkamp, Jan-Benedict. (2017). Global Brand Management *Global Brand Strategy: World-wise Marketing in the Age of Branding* (pp. 181-208). London: Palgrave Macmillan UK.

Stobart, Paul. (2016). *Brand power*: Springer.

Tan, H. (2017). To Examine Reasons Of Social Media Usage Through Personal And Brand Image Management. *CTC 2017 PAPERS*.

Tran, Thu, Moritaka, Masahiro, Liu, Ran, & Fukuda, Susumu. (2018). Information effect on consumer adoption for a new beef brand in the Vietnamese market: prior knowledge, appealing the brand distinction, differentiation and similarity. *13*(3), 1014. doi: https://doi.org/10.2478/mmcks-2018-0020

Urde, Mats, & Koch, Christian. (2014). Market and brand-oriented schools of positioning. *Journal of Product & Brand Management, 23*(7), 478-490. doi: doi:10.1108/JPBM-11-2013-0445

Vitberg, Alan. (2010). Developing your personal brand equity. *Journal of accountancy, 210*(1), 42.

Wheeler, Alina. (2017). *Designing brand identity: an essential guide for the whole branding team*: John Wiley & Sons.