



## Personal Brand and Its Impact on the Development and Promotion of Individuals in Leasing Companies

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### **A B S T R A C T**

The purpose of this research was to have a personal brand and its impact on the development and promotion of individuals in leasing firms that have a personal brand variable including morality, cooperation, education, management, distinctiveness, personal knowledge, trust and ability to do work, each one can contribute to the development and development of a person. The statistical population of this study was all leasing companies in the stock exchange, which were approved by the central bank of 29 leasing firms, which had 115 employees, of which 115 were selected by the total census method as sample size. In this study, to collect data from field methods to collect data required by referring to employees of lease and library companies to collect information about theoretical basics, literature and literature, which has been used in books, theses, internal and external papers and databases. Data collection tool was made questionnaire and its validity was investigated by CVR - CVI indicators and its reliability was investigated with Cronbach alpha which was equal to 0.78 which indicates its proper reliability. For data analysis, the Kolmogorov-Smirnov test was used to investigate the normality of the data and the Pearson correlation coefficient and multiple regression coefficients for investigating the assumptions that all analyses were conducted with the SPSS software and then it will be presented with respect to the results obtained regarding the hypotheses and research objectives.

**Keywords:** Free Cash Flow, Investment, Investment Performance, Representation Cost.

### **INTRODUCTION**

In the competitive world of the present era, organizations need to aggressively strive for their growth and sustainability and use strategies that improve the organization and its survival, and one of the most important strategies can be called Expansion strategies and their abilities and capabilities, which are regarded as meritocracy in the organization (Harris & Baum, 2015; Vitberg, 2010).

The nature of competence is characterized by the creation of value and innovation and novelty and novelty. If a person has a high level of knowledge and skill, he has a good attitude, but around the repeat and the day of the day, his merit does not create the credit for him (Gall, 2010). Personal brand is based on personal competencies (Cortsen, 2013).

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People need to learn different features through acquiring knowledge, skill, and experience and employ them. Considering the organizational behaviors of employees and the optimal use of employees to advance organizational goals is the priorities of successful managers in organizations (Khedher, 2015; Morales-Sánchez & Cabello-Medina, 2015). Given these advantages that the bearer of a win - win relationship is a win - win relationship between employees and the organization, each person can develop a successful personal brand in their jobs as well. Significant factors are effective in making a personal brand, including the ability to perform tasks, ethics, and type of dealing with others, personal knowledge, flexibility, teamwork, competence, leadership ability, ability to communicate, wait - patience, and other issues (Angle & Forehand, 2016; Tran, Moritaka, Liu, & Fukuda, 2018; Urde & Koch, 2014).

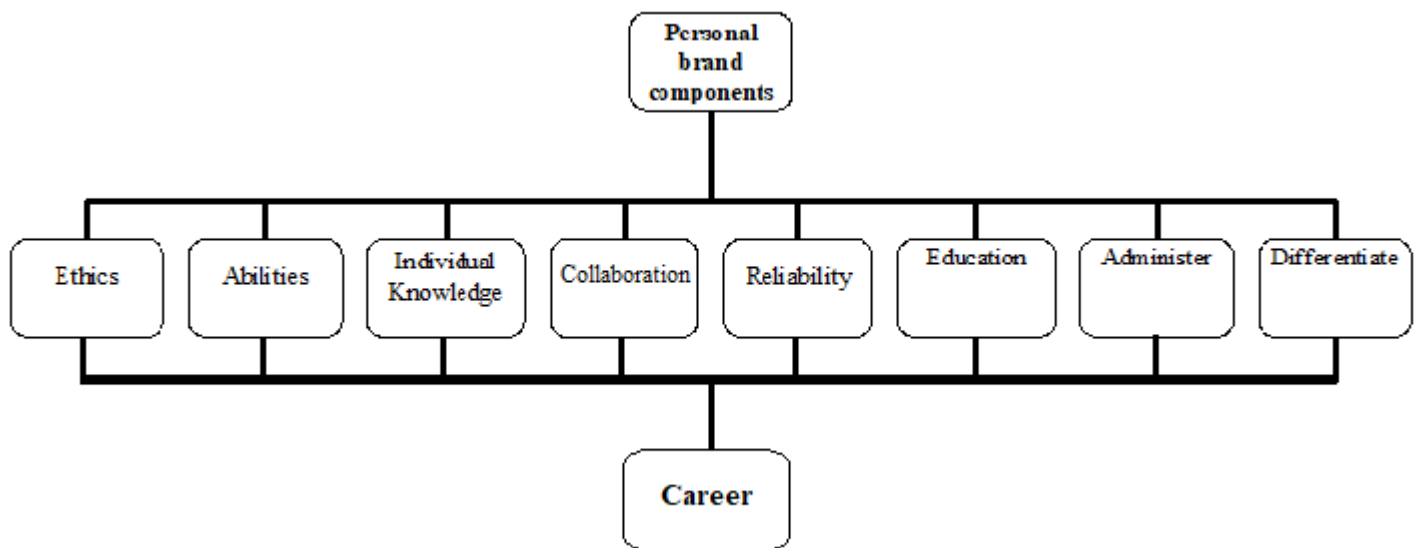
Identifying and recognizing the right of an employee and giving him a promotion at the right time will enable the employee to pursue more work and seek to find a new business environment. It saves the skills and talents of an organization's employees. By providing appropriate conditions for employees, it is not necessary to think of hiring new people and spending time and money for their training (Balmer, 2008; Burnap, Hartley, Pan, Gonzalez, & Papalambros, 2016). In fact, retaining employees helps create stability in the organization and will save time and cost, which is necessary to pay attention to the unique set of individuals identified as personal brand (Kalia, Patel, Moriarity, & Canon, 2017).

On the other hand, considering that the structure of the human resources of leasing companies that the company is researcher has a relatively similar structure with other companies, it is very important (Grzesiak, 2018; Smit, Bronner, & Tolboom, 2007). On the other hand, the personal brand is not considered as a positive point in the domestic market. These positive points can influence the individual's career development and which one aspect of personal brand can have an impact on the success of an individual (Angle & Forehand, 2016; Wheeler, 2017) and it is more interested in issues such as education, appearance and relationships in the country (Stobart, 2016), because the lack of jobs and ignoring the ability and knowledge can lead to a decrease in employee's productivity and lack of job growth (H.-M. Chen & Chung, 2017; H. M. Chen & Chung, 2016).

Since the third millennium organizations are organizations that depend on man, and human values; education and culture are very important in organizations, attention to the characteristics of individuals can help to grow and improve the performance of organizations because they perceive their performance as interdependent and empowered and try to focus on elements such as employee ethics, cooperation with each other, differentiation, individual knowledge and people's ability (Laroche, Habibi, Richard, & Sankaranarayanan, 2012). On the other hand, due to the discussion of talented people in such companies, which is a new topic and in the perspective of these companies, it is important to be recognized that in the near future most employees of the organization as a capable and scientific and experimental experiences have to be recognized that, in this regard, the attention on corporate branding can provide good practical results to corporate managers. Also, the gap is that we do not know how influential a personal brand has been in the success and promotion of the job on the basis of scientific evidence (Mosavi & Kenarehfar, 2013; Nysveen, Pedersen, & Skard, 2013).

Therefore, the researcher tries to figure out the impact of personal brand elements in the business growth of small and medium enterprises. The main question of this research was that the effect of personal brand elements on the growth and promotion of leasing firms is. Which, according to this, was the conceptual model of the research in gold.

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**Diagram 1.** Conceptual model of research

### METHODOLOGY

This research was carried out in a descriptive - survey method. The statistical population of this study is all leasing companies of securities stock exchange companies that were approved by the central bank of 29 leasing firms that had 115 employees who were surveyed in the way of the census method.

in this study, to collect data from field methods to collect data required by referring to employees of lease and library companies to collect information about theoretical basics, literature and literature, which has been used in books, theses, internal and external papers and databases.

In this study, the questionnaire was used to collect the required data. The questionnaire is extracted to measure different variables from reliable sources and in order to adapt to the research environment in this study, the need for localization. Thus, with the help of respected professors, changes were made in the wording of the questionnaire with the aim of establishing matching with relevant goals. In this study, in order to determine the method of preparing and regulation of questionnaires, the methods which results in desired results are used. Therefore, a Likert scale questionnaire was developed. In order to determine the validity of the questionnaire, first of 30 people were implemented and after assuring the validity of the questionnaire, the research tool was implemented and the required information was collected. The reliability coefficients of the research were as follows.

**Table 1.** Cronbach's alpha for the research questionnaire variables

Variables	Reliability
Ethics	0.81
Abilities	0.74
Individual Knowledge	0.73
Culpability	0.80
Reliability	0.79
Education	0.77
Administer	0.80
Differentiate	0.79
Total	0.78

Statistical description of the variables was first described in the statistical section and the normality of the variables was analyzed using Kolmogorov-Smirnov test. Analyzes were performed by SPSS software.

**RESULT**

**Table 2.** Central indexes and distributional parameters describing

Variables	N	Min.	Max.	Mean	Std. deviation	Variance
Ethics	115	2	5	3.5	1.5	2.25
Abilities	115	2	5	3.5	1.5	2.25
Individual Knowledge	115	1	5	3	1.41	2
Culpability	115	3	5	4	1.78	3.2
Reliability	115	2	5	3.5	1.5	2.25
Education	115	2	5	3.5	1.5	2.25
Administer	115	3	5	4	1.78	3.2
Differentiate	115	3	5	4	1.78	3.2

Based on the data presented in Table 2, it was found that 115 correct data were collected on research variables. The mean scores of variables ranged from 3 to 4 and the standard deviation ranged from 1.41 to 1.78, among which the variables of collaboration, management, and differentiation had the highest mean and standard deviation. And personal knowledge has the lowest average and standard deviation.

**Table 3.** Summary of data normality

	Kolmogorov-Smirnov		
	Statistic	N	Sig.
Observations	0.36	115	0.2

In order to analyze the data after determining that we need to use parametric test (the prerequisite for using parametric test is the distribution of the normality of variables obtained by the central limit theorem or Kolmogorov-Smirnov test, continuous data Through quasi-spatial scales can be traced and interpreted, and equality of variances), and after specifying the type of hypotheses that are of relational type and given that the number of variables is greater than two, before From those results we obtain the normality of the distribution by the Kolmogorov-Smirnov test, which is due to the error measure Hitting above 0.05 results in a normal distribution. Since the above values are greater than 0.05 (0.2), the data therefore follow the normal distribution.

**Table 4.** Results of Regression Model Implementation

Variables	Non-standard coefficients		Standard coefficients	Sig.
Ethics	0.466	0.033	0.243	0.001
Abilities	0.368	0.098	0.189	0.002
Individual Knowledge	0.437	0.045	0.266	0.001
Culpability	0.537	0.066	0.326	0.001
Reliability	0.551	0.098	0.256	0.002
Education	0.454	0.087	0.263	0.001
Administer	0.357	0.056	0.211	0.001
Differentiate	0.441	0.054	0.255	0.001

Considering the values reflected in Table 4, and the standard coefficients of the regression models, each of the dimensions of personal branding had a significant effect on individuals' job promotion.

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### CONCLUSION

One of the most important factors in the construction of personal brand is the proper treatment of good behavior in the workplace. Everyone likes to work alongside co-workers because they typically spend a third of the day in the workplace, and this time, as it is generally accompanied by the start of daily activity and can have a direct influence on one's moods in other hours, it's important to have proper colleagues for people. Good managers also have a good advantage in observing the behavior of the organization's employees in their assessments for the good of the individual and will be used to improve the occupational career of the staff.

On the other hand, the efficiency and efficiency of individual in different people are different and can vary widely and there is a significant relationship with the motivation of people, how the tasks are done, the speed, accuracy, and the quality of tasks in most people. When an individual presents his or her abilities, the organization is more likely to be trusted by the managers and the opportunity to improve her job is also increased.

In the third millennium, knowledge plays a vital role and knowledge management is one of the important managerial roles in this regard. Personnel who have gained useful knowledge on the basis of experience or education and can use this knowledge to promote organizational goals, find a special place in the organization and always be the support of co-workers and even organizational managers. Informally, colleagues share their problems with this person and will be formally assigned to these people. This type of people can be found at different levels of organization. It is based on this fact that knowledge management is important in organizations to achieve maximum profit by using all organizational capacity.

Also, when a person is always ready to help others and to give time to others to help others, he will have a positive influence on people's minds, and the persistence of this sense will affect people's minds and enhance their personal brand value and ultimately lead to a person's career development and development.

Trust was also an influential factor that includes a set of factors that reinforce the sense of trust among peers of an individual. There are factors such as secrecy, cooperation and assistance, assistance to others, how to do things, make things, and other items that can lead to a significant role in the individual's career development so that employees need to have a great role in creating a sense of trust among their colleagues and managers in their best efforts.

It is to be noted that the degree of education and degree of degree of education is also valuable, and the person can increase his personal brand value by using other brand-making factors as one of the conditions of growth and promotion of a higher education is proportional to the job of the individual, which is one of the most important employment conditions in organizations, so the employees must choose jobs tailored to their education.

In a personal brand, the distinction 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 critical because if this is distinctive, the result of personal brand values may result in a sudden fall of behavioral imbalances in the minds of others, which may prevent individual career growth and thus be more distinct in the literal sense of the word.

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