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Personal branding: Self-presentation in contemporary careers.

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Abstract

In the modern labor environment, more people opt for frequent employer changes, self-employment, or gig work. Creating, positioning, and maintaining a desired professional impression – *personal branding* – has become an essential career competence, but our knowledge about what it is and what career outcomes it leads to is limited. What is your personal brand? This question may be puzzling, yet, today, the answer is vastly consequential for your career. The objective of this thesis is to provide greater clarity around the concept of personal branding, as well as examine its predictors and outcomes. It is the first comprehensive attempt in science at establishing conceptual clarity of the personal branding, personal brand, and personal brand equity constructs. Furthermore, this thesis reports on the development of the measures of personal branding and personal brand equity, which, hopefully, will spur further research in the area. The results firmly establish personal branding in the field of career studies, demonstrating how it leads to a wide array of positive career outcomes.

Bio

With over 15 years of professional experience, Sergey Gorbatov delivered results in diverse HR roles at multinationals like AbbVie, PMI, and Shell. Sergey earned his university degree in Linguistics and Intercultural Communication at Orel State University in Russia, complemented with an MBA from IE Business School in Madrid, Spain. He teaches, speaks and writes about the complex science of human performance while keeping it simple. His most recent book is “FairTalk: Three Steps to Powerful Feedback”.