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Identifying Technological Factors Influencing Personal Branding in the Field of Consulting and Education

(Case Study: Entrepreneurship Students University of Tehran)

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Abstract

This study aimed to identify the technological factors influencing personal branding in counseling and education. This research used the qualitative-quantitative method to create a deeper understanding and a comprehensive view of the study subject. Several factors were extracted using library studies and semi-structured interviews with ten experts and professors. These factors were divided into the general format of 2 technological factors influencing information and communication technology and three factors, including personal branding of individual, job, and environmental-cultural. The questionnaire was distributed among a sample of 110 members of the statistical population, and a statistical analysis of the data was obtained. The validity of the factors and their classification were confirmed. It should be noted that for this, data analysis and hypothesis testing from structural equation modeling were used. The results indicated the appropriate fit of the model based on the effect of technological factors influencing personal branding in counseling and education.

Keywords: Personal Branding, Technological Factors Influencing (ICT), Consulting and Education, Technological Entrepreneurship.

1. Introduction

Personal branding was first proposed in 1997 by Tom Peters (1997). Branding is a subject that has always been around us (Vandehey and Montoya, 2002) and is currently used in many fields (Fevon, 2005). Brands are defined as the expectations, images, and perceptions formed in the minds of others when they see or hear a name, product, or logo (Rampersad, 2015). They can simplify customer choice, promise a certain level of quality, reduce risk, and create trust (Lehmann and Keller, 2006). Most buying decisions are made based on credibility, confidence, and emotions that people have towards a product, service, or person. This issue is related to branding (Rampersad, 2015). If a brand can create strong emotions such as comfort, familiarity, trust, and self-confidence in target consumers, the probability of their purchase will increase (Vandehey and Montoya, 2003). In the modern era, consumers trust people more than companies and consider them more responsible; therefore, compared to companies, they are more willing to do business with people they know or feel they can trust. This has led to a new personal branding trend (Rampersad, 2015). People want to do business with people they know or feel they can trust, people they feel some kind of connection with and have a relationship with. If the person has a familiar, friendly, and compatible brand, people will feel that they know him and will be more willing to do business with him (Rampersad, 2015). Like a trade brand, a personal brand is a comprehensive representation of society's perception of a person. As defined by (Labreque et al., 2011), personal branding involves attracting and promoting one's unique strengths and characteristics to the target audience. Personal branding has become an effective way to communicate between the individual and the relevant society and differentiates them based on unique characteristics and different values (Collins, 2012). Personal branding has been a positioning strategy for the most successful people in the world, such as Oprah Winfrey, Tiger Woods, Bill Gates, Michael Jordan, etc., so it seems that in today's online, virtual, and individual era, having a reputation or a brand of good words is considered an important asset and the key to individual success (Rampersad, 2015).

In today's challenging market, many people of various ages face uncertain futures and embrace entrepreneurship to take control, make money, and create jobs for themselves and, hopefully, others (Kaputa, 2012). Personal branding has increasingly become an essential factor for the success of entrepreneurs (Arruda, 2019) because, in the world of entrepreneurship, the business brand is the personal brand of its founder. In entrepreneurial businesses, these brands are inextricably linked. It is enough to look at successful entrepreneurs to realize that

entrepreneurial businesses are carried out based on the values and passion of their leaders (Arruda, 2019). It should keep in mind that whenever a managing director or founder with a strong personal brand appears or speaks somewhere, he promotes his business.

Additionally, Kaputa (2012), in the book *Breakthrough Branding*, states: Investors invest more in people than in ideas, at least in the start-up phase of the business, and in the same way, customers buy from the people, not from the company. This issue is the reason for the importance of creating a personal brand in parallel and before the business brand. This moves one's business and increases the probability of success. If an entrepreneur does not actively work on branding himself and his business, he will not be able to compete with entrepreneurs who have done this. In addition, if the entrepreneurs fail to create their brand and their business fails like most businesses (in the first two years), they will also fail along with their business (Schawbel, 2009). Therefore, for the success of the entrepreneurial business and its advancement in the right direction, a personal brand should also be used in the field of counseling and education (Arruda, 2019).

However, today, the use of the brand for individuals, despite the few confirmations in the scientific literature, has become a growing part of branding (Hughes, 2007). Some authors have considered the potential of people as a brand, but they have yet to create any coherent conceptualization for it. Most of the texts related to personal branding are general or deal with practical recommendations on how people can create their brands (Trueman et al., 2007). They also discuss cases of famous figures the author considers to be branded.

In today's highly competitive environment, founders of companies and entrepreneurs are facing various challenges in starting and managing businesses. Business consultants and trainers can play an important role in helping them to understand the blind spots, challenges, and obstacles of business (Azizi and Godarzi, 2016). However, unfortunately, entrepreneurs, small business owners, and the masses of society are still not familiar with business consultants and trainers. Therefore, to solve the mentioned challenge, consultants and trainers need to use techniques and strategies for their marketing (Clegg et al., 2016).

Since personal branding is a novel subject, until years ago, its importance and applications could have been more tangible to people. Sometimes it was confused with a subject such as fame. However, with the beginning of the 21st century and the evolution of media and communication tools, the importance of personal branding has become more colorful daily. Its role in individual and job success became evident to the extent that a huge group of people is

looking for personal branding in the current conditions of society. Personal branding is not a new meaning and concept. However, its functions have now become more specific and tangible, which is one of the attractive ideas for creating a personal brand for business development. Many businesses always complain about the low level of effect on customers. This is often the inability to show an individual an attractive face to customers. If a personal brand is used alongside the main business, it will have the best possible opportunity to influence the target audience (Arruda, 2019). Personal branding is often very difficult for entrepreneurs. This point has involved many brands and does not bring any good results. Considering the importance of personal branding for individual and job success, in an era when people are more trusted than companies and consumers are willing to do business with people with whom they feel some familiarity and connection, and also the special importance that this issue has for the success of entrepreneurs and makes their business brand a function of their personal brand (Rampersad, 2015).

Considering that personal branding is a subject that has received the attention of various societies in the current era and there is no history for it yet, conducting any kind of research in this field is new and pristine, especially in Iran, where the use of cyberspace, especially the use of technology and related technologies in the field of personal branding, does not have a long life and has always been faced with problems. However, considering the country's current economic conditions and that national production has gained a special status and importance in recent years, and business owners use many ways to develop their products and services, this category has also become vital. This study aims to examine the effect of virtual media and technology tools on personal brand growth and suggest solutions in this field. However, it should be taken into account that in our country, some people still consider the use of traditional and old methods sufficient for the growth of a brand, and some are looking for new tools. So, this study reviewed the research literature and concluded that the importance of paying attention to the use of personal branding techniques for individual development, both in academic and non-academic texts, is increasing, and this topic has been studied from the point of view of its definitions and descriptions by different people who use personal branding; still, there is a gap in the academic texts regarding how to use it in the business environment and beyond the effort to get employment or progress in the person's current position in the organization. Also, considering that Tehran University's Faculty of Entrepreneurship is considered the first entrepreneurship faculty in Iran and the Middle East, counseling and

education are important in the progress and performance of students and create a competitive advantage for the Faculty of Entrepreneurship; this can be achieved through personal branding. However, what exists in personal branding according to the conditions of progress in the field of technology is the achievement of technological factors influencing personal branding. Therefore, the main problem of the present research is what are the technological factors influencing personal branding in the field of consulting and education to improve businesses and entrepreneurship?

In this regard, a personal brand acts as a powerful tool for real value exchange between the service provider and its customer; therefore, creating a strong personal brand can be a basis for marketing activities (Kedher, 2017). Therefore, considering the increasing importance of the personal brand phenomenon and its role in the success of individuals and businesses, the main focus of this research is on the identification of technological factors influencing personal branding in the counseling and education field. Also, due to the lack of native and practical information on personal branding and its consequences in the country, it was tried to use a combination of qualitative-quantitative research methods. In order to create a deeper understanding and a comprehensive view of the study subject, finally, the identification of technological factors influencing personal branding in the field of counseling and education (case study: entrepreneurship students of Tehran University) will be provided. Therefore, to study the technological factors influencing personal branding in the field of consulting and education (case study: entrepreneurship students of Tehran University), a semi-structured interview tool will be used in the qualitative part and a questionnaire in the quantitative part.

2. Research background

Much empirical research has been done in the field of branding. However, most research has focused on the product brand, organization, and companies, and the research done on personal branding needs to be improved. In some cases, the research has been mostly about politics and sports branding. Some studies in line with the present research are mentioned in this part.

Seftan (2017), in his research, titled personal brand, a practical guide to building a personal brand as a student in social media, provides a practical guide to building a personal brand using social media and introduces managing cyberspace, creating products, making a work sample, proper marketing methods as a branding factor in social networks.

Stromsholm (2017) introduced the ability of a person to provide value, attract approval from others, and personal communication as the factors of proper personal brand in his research entitled audience's perspective on the value of the personal brand in social media.

Victoria et al. (2017), in their research entitled students' understanding of online personal brand in social networks emphasized students' understanding of online personal branding in social networks on communication management as a branding factor.

Abbasi and Amereh (2015) conducted research entitled a study of the importance of social networks in creating and developing a personal brand to investigate the role of social networks in developing a personal brand. The results showed that social networks affect reputation, popularity, and efficiency.

Ahmad (2016) researched effective and realistic business brand criteria for academic librarians in Malaysian library colleges. In his research conducted among Malaysian librarians, Ahmad concluded that branding is related to performance, attitude, experience, and goodwill.

Luca et al. (2015), in research entitled the importance of professional personal brand, doctors personal brand paid attention to the medical profession and services and the role of branding, and they introduced revenue, education, place of birth, and workplace as influencing factors on the brand of this profession.

Nolan (2015) introduced social media as a unifying tool of public relations and marketing in his research entitled effect of executive personal brand on non-profit communication and perception. This research was conducted to determine the effect of media communication and the trade brand of managers on organizational missions, and the results showed the effect of media and the success of media communication in the field of branding.

Tajnesai et al. (2014), in research entitled branding of athletes, identification, and investigation of the brand image of athletes from the perspective of fans (case study: Ali Daei brand), dealt with the basics of brand management of athletes and the structure of brand image of athletes. The results showed that sports performance, appearance attractiveness, and lifestyle affected the athletes' brand image.

Hosseini et al. (2014) studied the effect of individual competencies on personal brands with a survey approach in their research entitled explaining the development model of personal brand competencies. The results showed that cultural, social, and specialized factors were effective on a personal brand based on individual competencies in knowledge, attitude, and skills.

Hosseini et al. (2014) mentioned the subject of specialty in branding and stated that one of the most effective subjects that helps in creating and developing a personal brand is a specialty. This specialty should be in one's field of work. People who have a successful personal brand benefit from special qualities and skills. Specialized and differentiating factors such as having the necessary specialty on a subject and mastering it in the workplace, financial power, personal power, information power, predictive ability, mental agility, continuous learning, the ability to establish relationships with others, etc., have a decisive role on the creation of a successful personal brand. The personal brand represents value and performance and must meet the audience's expectations. Effective brand management is an important factor in maintaining a positive brand.

Yousefi et al. (2014), in their research entitled the effect of dimensions of athlete brand image on replication with the athlete concluded that the factors of athlete brand image, such as ethical behavior inside and outside the field of competition, sensitivity in social and cultural issues, good leadership, being a role model, social responsibility, showing respect for the fans are effective in replication of the fan with the athlete.

Safar et al. (2014) introduced the image of the athlete brand with three dimensions of sports performance, appearance attractiveness, and lifestyle and sought to examine the effect of the image of the athlete brand with replication of the athletes in their research entitled analysis of effective factors in shaping the brand image of professional athletes. The research results showed that only a marketable lifestyle among the dimensions of the athlete's brand image had a significant path coefficient on replication with the athlete. This dimension reflects the athlete's personality and social perception of athletes. The findings also showed that this issue could be achieved through ethical behavior inside and outside the field of competition, being sensitive to socio-cultural issues, good leadership and a proper model for being a fan, social responsibility, and showing respect for fans and spectators.

Afshani (2014) examined personal branding in the political field and introduced the factors of traits, personality, interests, values, behaviors, and experience as political branding indicators in his research entitled a study of personal political branding and how to manage it in elections.

Saeimian (2014), in his research entitled identifying factors influencing personal brand competencies in the field of human capital, aimed to identify the factors influencing personal brand competencies in the field of human investment and studied the factors influencing personal brand competencies. The results showed that cultural, social, and specialized factors

significantly affect the personal brand based on individual knowledge, skill, and attitude competencies. Also, the findings showed that the dimensions of lifestyle and family level did not directly affect the personal brand.

Karaduman (2013), in his research entitled the effect of social media on personal branding efforts of top-level executives, concluded that social media, with its unique structure in publishing, are allowed to engage in personal branding by actively participating in social networks, self-disclosure, and social presence.

Collins (2012), in research entitled the importance of personal branding: uses of personal branding for career development and success emphasized the best way to create and manage a professional brand image for professional success and concluded that a personal brand requires the creation of a new value, stability, and authenticity. A summary of the literature on learning facilitators is presented in Table 1. In writing the factors of the table, it was tried to prevent their multiplicity and repetition based on the conceptual and semantic proximity of the words, and many factors were merged into each other. Based on this, it was tried to use all factors and components.

Kalia et al. (2017), in research entitled personal brand; preliminaries for radiology trainees and radiologists showed that although there is very limited formal training from a professional point of view to prepare a personal brand, however, the personal brand is a determining factor in the work experience of this job group. They also mentioned work experience, the use of social media, and the quality of reporting the results of patient visits as some important factors in job branding.

Kucharska (2017), in research entitled identification of the brand of social networks and personal brand of the consumer, how users choose social networks from among brand sites addressed the importance of choosing a trade brand in social networks and introduced the factors of personal identity, personal values and beliefs, personal image, personal goals, unique value, unique image, and social interaction as effective factors on personal brand.

Based on research literature and theoretical and experimental background, attitude, knowledge, skills, appearance attractiveness, the spirit of chivalry, moral behavior, religious beliefs, market acceptability, personality, experience, interests, values and beliefs, good leadership, motivational patterns, tolerance of ambiguity, competitive advantage, place of birth, education, authenticity, performance, revenue, workplace, goodwill, creating new value, attracting the approval of others, stability, proper marketing, social image, social participation, sensitivity

and involvement, social responsibility, behavior along with respect, being a role model, family level, social perceptions of job, social communication, social networks, and cyberspace management were extracted from the research literature. The mentioned factors were used as the primary factors of personal brand promotion in the conceptual model of the research. These 20 factors should be placed in the form of corresponding related dimensions. In other words, identical factors were tried to be summarized in the general form of 2 technological factors influencing and three personal branding factors by multiple classifying the concepts. The dimensions extracted based on the research literature include the following.

Table 1. Dimensions extracted based on library studies

No.	Individual	Job	Environmental-cultural	Information and Communications Technology
1	Moral characteristics	Knowledge and Education	Social relationships	Mass media
2	Exclusive features	Skills and abilities	Social responsibility	Marketing techniques
3	The authenticity of the person	The degree of the specialty of people	Social image	Social Networks
4	Commitment and responsibility	People experience	Values, beliefs, and views	Advertising
5	Individual perceptions	Job Performance	People's ethnicity	The effect of membership in valid and accepted groups of society

Summary of factors:

- Individual factor:

At this level, it is mainly referred to the things that exist in consulting. For example, the consultant's knowledge, skills, attitude, and personal attractiveness are among the most important things that give credit to the consultant.

- Job factor:

Job dimension refers to the results and things related to work, knowledge, education, and activity. For example, the better a person's performance, specialty, and work experience, the

better the person's consultations have better results for clients, managers, and organizations requesting services; in this case, the person will have a more famous brand.

- **Environmental-cultural factor:**

In this dimension, all the things that happen between the environment and the applicant are discussed. Some environmental cases provide a very valuable background for the consultant. For example, playing the role of social responsibility as a consultant will bring him a positive view of the environment. This importance will cause more acceptance of the consultant by the community requesting services.

- **Two technological factors: communication and information:**

This dimension will examine how to use social technologies for a personal introduction. In this dimension, the types of tools available to everyone will be discussed, and the results will mainly depend on how they are used. For example, suppose a consultant uses cyberspace and digital marketing to introduce and promote himself. In that case, this will change the attitude of others towards him, and ultimately he will benefit more than other competitors.

Therefore, after the mentioned topics, the following objectives are proposed:

- Identifying technological factors influencing personal branding in the field of consulting and education
- Identifying the effect of information technologies on the individual dimension of personal branding in the field of counseling and education
- Identifying the effect of communication technologies on the individual dimension of personal branding in the field of counseling and education
- Identifying the effect of information technologies on the job dimension of personal branding in the field of counseling and education
- Identifying the effect of communication technologies on the job dimension of personal branding in the field of counseling and education
- Identifying the effect of information technologies on the Environmental-cultural dimension of personal branding in the field of counseling and education
- Identifying the effect of communication technologies on the Environmental-cultural dimension of personal branding in the field of counseling and education

Table 2. Identified final factors

<p>Job factor</p>	<p>Previous and international capabilities and achievements Being prominent and distinctive in a field Specializing in a field as a professional figure Having a vision for goal progress The effect of the level of education and leadership in it</p>
<p>Environmental-cultural dimension</p>	<p>Using authenticity and family heritage Observance of human values in society Being visible Ability to consider others, including effective listening The mentality of creating a lasting name in history (long term) The mentality of people on the formation of a personal brand Efforts to improve society's culture</p>
<p>Information technology and information technology</p>	<p>Networks and media in building a personal brand Advertising and marketing and self-introduction in creating a personal brand Participation in public and non-profit activities in building a personal brand Digital marketing and the use of new technologies in the introduction of a personal brand The effect of membership in reliable and accepted community groups on a people's personal brand</p>
<p>Individual factor</p>	<p>Individual (Internal): Having exclusive and unique features The seat of intelligent thinking Ability to analyze strengths and weaknesses Ability to identify and use opportunities Courage to start a useful activity despite uncertainty and fear Choose a distinctive strategy Having big ideas and dreams Having self-esteem and the ability to do the right thing without needing the approval of others Commitment and responsibility in doing things Individual (external): Having a charismatic personality</p>

	Covering and adorning people's personal brand and influencing others The tone of speaking and the specificity of the voice Placement of ethics and politeness
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3. Research method

The research method used in this study is practical in terms of its purpose and the final result and hybrid (qualitative and quantitative) in terms of the data collection method. In this research, the qualitative-quantitative research method is used to create a deeper understanding and to find out a comprehensive view of the study subject, first collecting qualitative data and then quantitative data. Based on the findings from the qualitative data, it is attempted to collect quantitative data to enable the generalization of the findings. The statistical population includes recent or older graduates of this field (professors and experts) who are active with a successful personal brand in the field of consulting and education and includes related professors and entrepreneurs, as well as successful graduates and students in the field of the present study which have been manifested in the form of significant academic or professional successes. Since the size of most of the researched populations is very large, it is not possible to measure the characteristics of the research subject for individual people or elements of the population; therefore, a sample of the target population is selected and based on the findings of the sample, these results are generalized to the whole population (Delavar, 2008).

In the qualitative part, those with a legal or real job training or counseling license and at least five years of experience in this field are selected. For this purpose, it is expected that through semi-structured interviews with about 10 of the mentioned people, the data collection procedure will reach saturation at the data level, and the reliability of this part of the research will be ensured. The audiences in this quantitative part are people who either have a legal and real license for training or job counseling or have at least two years of experience in such centers. Considering the size of the statistical population, about 250 people from this field who have the desired conditions, and using Cochran's formula according to the explanation under paragraph b (method of determining the sample size and sampling), 110 people are calculated for the sample size. The sampling method of this research is purposive, non-random, and convenience type.

4. Research findings

After library studies and interviews with experts, the following factors have been identified:

Also, according to the essential point raised by the interviewees in the interview, the mentioned primary factors need to be categorized so that each factor is at the same level of analysis. For this purpose, five main factors or categories, of which other factors will be a subset, are defined and described in the following in the primary conceptual model of the research.

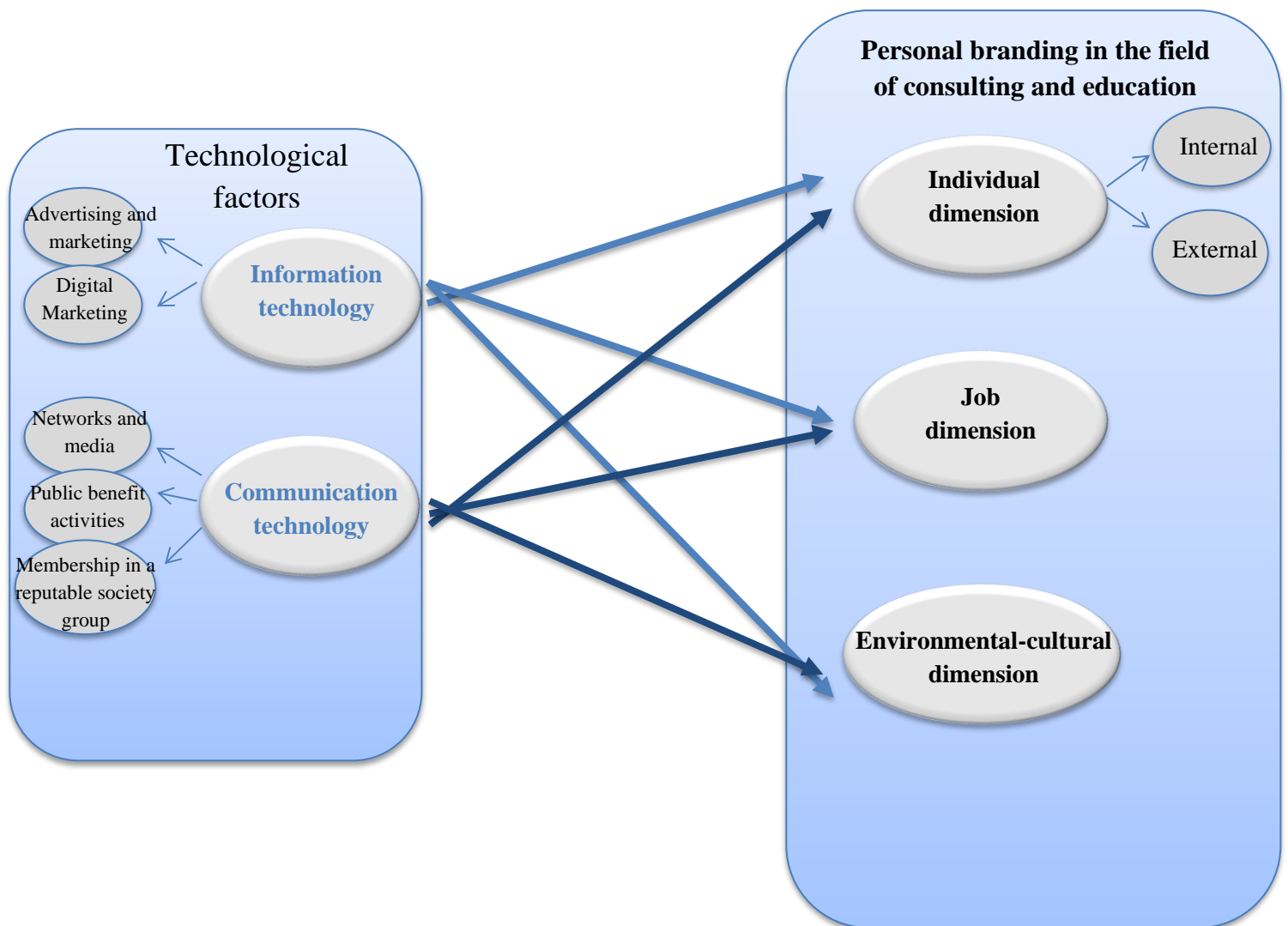


Fig. 1. The framework of the conceptual research model derived from the following models:

For personal branding factors part:

Fayyazi et al. (2018), Azizi et al. (2016) and Hubert K. Rampersad (2008)

For the technological factors part:

Kollmann & Kuckertz (2010), Marcelino et al. (2016)

Reliability

Table 3. Reliability of research variables

Result	Composite Reliability	Cronbach's Alpha	Variables	
Proper	0/937	0/767	Information technology	
Proper	0/860	0/756	Communication technology	
Proper	0/857	0/781	External	Individual
Proper	0/915	0/893	Internal	
Proper	0/838	0/766	Job	
Proper	0/901	0/871	Environmental-cultural	

As seen in the above table, all research constructs meet these minimum conditions for Cronbach's alpha coefficient (at least 0.6) and composite reliability (at least 0.7), even at a much higher level than that. Therefore, the reliability of research constructs is supported.

Convergent and divergent validity

Table 4. The validity of research variables

result	AVE	Variables	
Proper	0/882	Information technology	
Proper	0/673	Communication technology	
Proper	0/563	External	Individual
Proper	0/574	Internal	
Proper	0/510	Job	
Proper	0/568	Environmental-cultural	

According to the author, the minimum acceptable level for this coefficient is 0.5. Examining this indicator between the constructs of this research shows that in all the research constructs,

the score of this coefficient is much higher than the mentioned threshold. Therefore the constructs are very good in terms of convergent validity.

As seen in the table above, it has been shown in the analysis of the Fronell-Larcker criterion that the values on the primary diameter of the matrix (the second root of the described variance values) are larger than all the values in the corresponding row and column. This also shows the correlation of indicators with their dependent structures.

Aston Geysler criterion

Table 5. Stone-Geisser-Criteria of research variables

Q²	Variable and dimension
0/167	Job dimension
0/097	Environmental-cultural dimension
0/065	Individual dimension
0/202	External
0/455	Internal

In the above table, we see the Q2 values, which, according to the criterion value, show the model's power to correctly predict the dependent variables, and the fit of the structural model is confirmed once again.

The following data obtained from this research were analyzed and studied using structural equations and Smart PLS software.

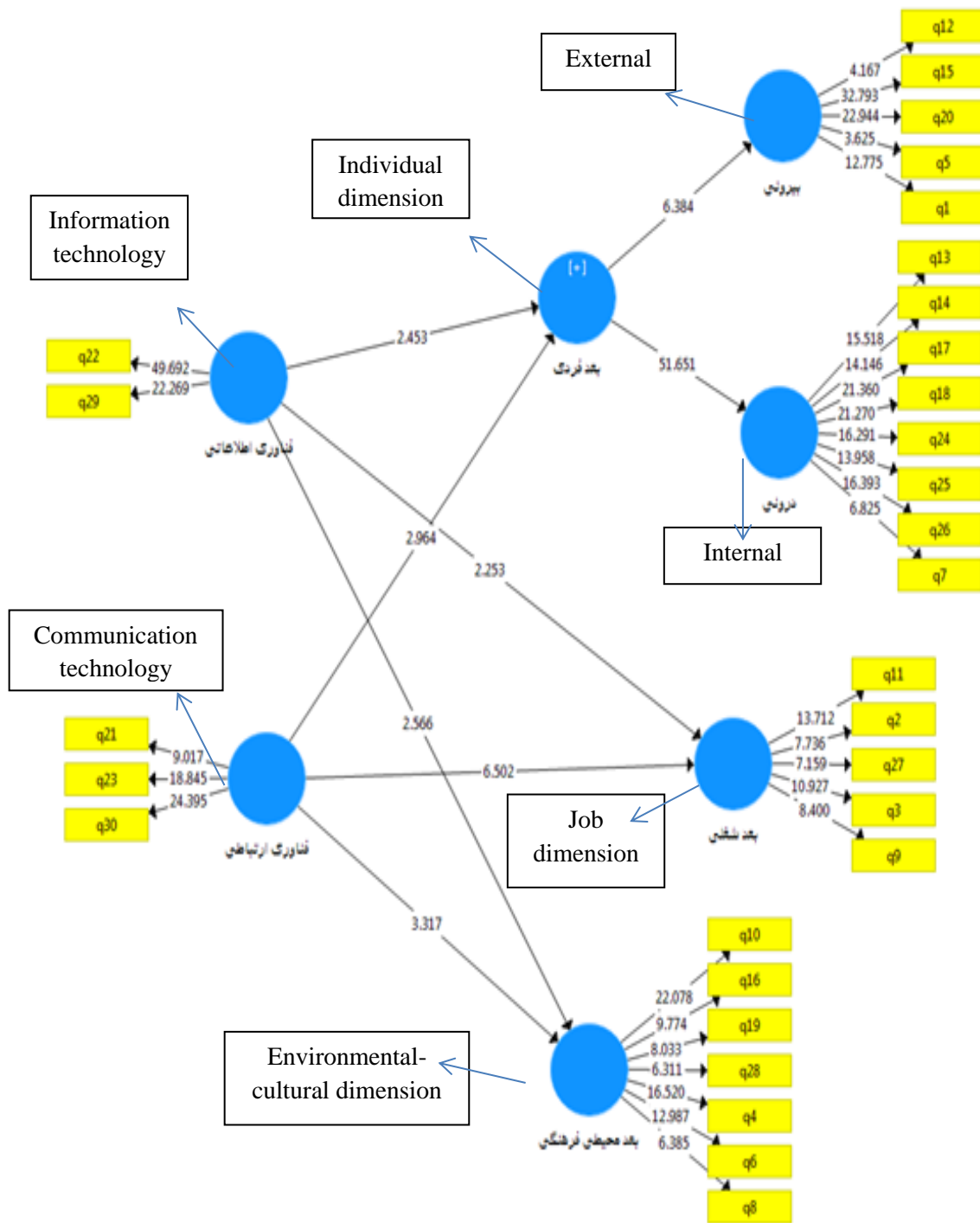


Fig.2. Structural equation model of the research

The results of the structural equation analysis are presented in the following table:

Table 6. Summary of the results of research hypotheses

Hypothesis path	Priority	Result	P Values	T Statistics	Original Sample	Hypothesis path
Information technology > individual dimension	3	Confirmed	0/014	2/453	0/281	Information technology > individual dimension
Communication technology > individual dimension	4	Confirmed	0/003	2/964	0/276	Communication technology > individual dimension
Communication technology > job dimension	1	Confirmed	0/000	6/502	0/548	Communication technology > job dimension
Information technology > job dimension	6	Confirmed	0/024	0/253	0/200	Information technology > job dimension
Information technology > environmental-cultural dimension	5	Confirmed	0/010	2/566	0/259	Information technology > environmental-cultural dimension

5. Discussion and conclusion

This research has been carried out to identify the technological factors influencing personal branding in the field of counseling and education. The literature, concepts, and answers to the questions of this research can indicate essential and practical points for students and entrepreneurs, especially consultants and planner managers, faculty members, policymakers, and executive managers.

This research discussed personal branding and its history, dimensions, features, benefits, criteria, process, etc. Also, the topic related to technology, communication and information technology, counseling and its roles, and education were thoroughly examined. Then, library studies and a research literature review were conducted. The output of these studies has been 20 candidate factors to identify technological factors influencing personal branding in consulting and education. These 20 factors should be placed in the form of corresponding related dimensions. In other words, identical factors were tried to be summarized in the general

form of 2 technological factors influencing and three personal branding factors by multiple classifying the concepts. A semi-structured interview was conducted with ten experts and professors to confirm the library studies and find other factors. The output of these interviews was that 20 factors increased to 35 factors and also five specific categories, or in other words, the main factor was determined. Then it entered the quantitative part of the research, and briefly, 30 factors were studied in the questionnaire.

The validity of the factors and their classification were confirmed by distributing them among 110 members of the statistical population and statistical analysis of the data obtained. It should be noted that data analysis was used for this, and structural equation modeling was used for hypothesis testing. In the following, the prioritization of all factors was obtained relative to each other.

According to the obtained results, two technological influencing key factors and three influencing key factors on personal branding of people can be stated as follows:

Two technological influencing key factors and three influencing key factors on personal branding of people

Three influencing key factors on the personal branding of people

Individual

Information technology

Job

Environmental-cultural

Communication technology

According to the research objectives, it is analyzed as follows:

First objective:

- ❖ The effect of information technologies on the individual dimension of personal branding in the field of counseling and education

According to the first objective of the research and based on the inferred results, the value of t-statistic in the path of information technology > individual dimension is greater than 1.96; therefore, it can be said that at the confidence level of 95%, and the error level of 0.05, information technologies have a significant effect on the individual dimension of personal branding in the field of counseling and education. Also, based on the value of the path

coefficient, which is a positive number, it can be said that information technologies have a positive and direct effect on the individual dimension of personal branding in counseling and education.

According to Labrecque et al. (2011), people manage personal online brands to emphasize the positive characteristics that are valuable to the audience and, at the same time, differentiate them from other people in the market. A personal brand is based on natural talents and shows a unique, distinct, and natural personality (Kedher, 2017). Therefore, it is recommended that a person, by distinguishing himself based on unique talents, learn how to use popular and widely used information tools such as advertising, marketing, and digital marketing, and also increase his information skills and consciously use communication techniques. This result is consistent with Katrina M. Johnson (2017).

Second objective:

- ❖ The effect of communication technologies on the individual dimension of personal branding in the field of counseling and education

According to the second objective of the research and based on the inferred results, the value of t-statistic in the path of communication technology > individual dimension is greater than 1.96; therefore, it can be said that at the confidence level of 95%, and the error level of 0.05, communication technologies have a significant effect on the individual dimension of personal branding in the field of counseling and education. Also, based on the value of the path coefficient, which is a positive number, it can be said that communication technologies have a positive and direct effect on the individual dimension of personal branding in counseling and education.

Schwabel (2012) stated that in order to create a personal brand while building and developing personal skills, one must also develop personal ability in using communication technologies so that by creating a powerful connection in communication networks through the media and the Internet, one can to enter in the development of a personal brand professionally. Karaduman (2013) shows that social media creates excellent opportunities for personal branding actions for top managers' business and personal purposes. Therefore, it is recommended that a person, while building and developing individual skills, should also develop personal ability in using communication technologies so that by creating a strong connection in communication

networks through the media and the Internet, he can contribute to the development of his personal brand professionally. This result is consistent with Katrina M. Johnson (2017).

Third objective:

- ❖ The effect of information technologies on the job dimension of personal branding in the field of counseling and education

According to the third objective of the research and based on the inferred results, the value of t-statistic in the path of information technology > job dimension is greater than 1.96; therefore, it can be said that at the confidence level of 95%, and the error level of 0.05, information technologies have a significant effect on the job dimension of personal branding in the field of counseling and education. Also, based on the value of the path coefficient, which is a positive number, it can be said that information technologies have a positive and direct effect on the job dimension of personal branding in counseling and education.

Knowing one's profession is one of the requirements of a personal brand. The level of access to specialized knowledge and skills determines the distinction between people. This factor shows that the people who own the brand have the ability and competence to create growth and development of individual knowledge, acquire technical skills, develop a long-term vision and plan, and find the resources needed to achieve strategic goals (Saeimian, 2014). Arruda and Dixon (2017) pointed out that individual knowledge initiates the process of personal branding and can also provide a valuable guide for professional advancement, professional revision, and job success (Rangarajan et al., 2017). Therefore, it is suggested that people in their specialized field, to increase their personal brand, use their individual knowledge and abilities and previous and international achievements and new initiatives using advertising and new technologies such as digital marketing to introduce their personal brand.

Fourth objective:

- ❖ The effect of communication technologies on the job dimension of personal branding in the field of counseling and education

According to the fourth objective of the research and based on the inferred results, the value of t-statistic in the path of communication technology > job dimension is greater than 1.96; therefore, it can be said that at the confidence level of 95%, and the error level of 0.05,

communication technologies have a significant effect on the job dimension of personal branding in the field of counseling and education. Also, based on the value of the path coefficient, which is a positive number, it can be said that communication technologies have a positive and direct effect on the job dimension of personal branding in counseling and education.

Since specialization is the essential aspect of personal branding, people should remember that they cannot build a strong brand unless they are specialists. Specialty creates differentiation, emphasizes power, and makes one's personal brand famous and distinctive (Noble et al., 2010). Therefore, it is expected that a person the priority while developing and strengthening job and professional skills should also develop his ability to use communication technologies so that by creating a strong connection in communication networks through the media and the Internet, he can work professionally in the development of a personal brand in his job dimension and to be outstanding and distinguished in his field of activity. The present research results are consistent with Noble et al. (2010).

Fifth objective:

- ❖ The effect of information technologies on the environmental-cultural of personal branding in the field of counseling and education

According to the fifth objective of the research and based on the inferred results, the value of t-statistic in the path of information technology > environmental-cultural dimension is greater than 1.96; therefore, it can be said that at the confidence level of 95%, and the error level of 0.05, information technologies have a significant effect on the environmental-cultural dimension of personal branding in the field of counseling and education. Also, based on the value of the path coefficient, which is a positive number, it can be said that information technologies have a positive and direct effect on the environmental-cultural dimension of personal branding in counseling and education.

According to Saeimian et al. (2014), the process of personal branding for business trainers requires a proper cultural background and the development of individual infrastructures that can act as an accelerator and controller and a factor of sustainable development and provide the background for personal branding and facilitate and accelerate the necessary actions. On the other hand, taking into account that the personal branding process approach is a strategic approach, for this reason, it is necessary to look at the external environment, including legal

infrastructure and policy-making, economic conditions, and the competitive environment in the industry in order to develop strategies for the application of marketing techniques, use of various mass media for advertising, active physical presence, trust building, for personal branding for business trainers. Advertising literature shows that the more repetition of the message, the more likely the brand will be chosen, so it is suggested that people in order to develop their personal brand by exposing and being in the eye and creating a lasting name in history using advertising and marketing to develop their personal brand.

Sixth objective:

- ❖ The effect of communication technologies on the environmental-cultural dimension of personal branding in the field of counseling and education

According to the sixth objective of the research and based on the inferred results, the value of t-statistic in the path of communication technology > environmental-cultural dimension is greater than 1.96; therefore, it can be said that at the confidence level of 95%, and the error level of 0.05, communication technologies have a significant effect on the environmental-cultural dimension of personal branding in the field of counseling and education. Also, based on the value of the path coefficient, which is a positive number, it can be said that communication technologies have a positive and direct effect on the environmental-cultural dimension of personal branding in counseling and education.

The personal brand of people overshadows all their communications and relationships and shapes the perception of others towards them. People's dignity, respect, popularity, and social dignity are closely related to their personal brand (Collins, 2012). Therefore, in order to gain social prestige and create a lasting name in history, people are expected to expand their communication network in various ways and learn how to use popular and widely used communication tools and increase their communication skills and consciously use communication techniques so that by creating a strong connection in the society by using communication networks through the media and the Internet, he can enter in the development of his personal brand professionally. Also, this result is consistent with Safar et al. (2014).

Suggestions

It is suggested that in future research, due to the importance of the subject and the scope of the field in this research, according to the title of the thesis, the identification of the technological factors influencing personal branding in the field of counseling and education will be examined. Obviously, in future research in this field, it is necessary to measure the importance of each of these factors on the personal brand more accurately by using appropriate research methods.

The suggestions presented in this part are based on the final model resulting from the research.

- ❖ Based on the analyses and considering that information technology has had a significant effect on the analyses, we see the development of communication and information technologies every day. It is suggested that due to the effect of communication and information technology on personal branding, there should be continuous learning through the presence in social networks, sites, and digital media to equip people with the most up-to-date technologies and acquire the proper knowledge at the right time and thus be able to respond quickly to environmental changes and maintain their agility.
- ❖ It is suggested that people expand their communication network in various ways in order to gain dignity and social status and create a lasting name in history and learn how to use popular and widely used communication tools and increase their communication skills and consciously use communication techniques so that by creating a strong connection in the society by using communication networks through the media and the Internet, he can enter in the development of his personal brand professionally.
- ❖ Advertising literature shows that the more repetition of the message, the more likely the brand will be chosen, so it is suggested that people in order to develop their personal brand by exposing and being in the eye and creating a lasting name in history using advertising and marketing to develop their personal brand.
- ❖ According to the analysis, it was found that the personal brand is based on natural talents and shows a unique, distinct, and natural personality. Therefore, it is suggested that a person should first pay attention to their inherent talents and develop them based on their values, and by differentiating themselves based on unique talents, learn how to use popular and widely used information tools such as advertising, marketing, and

digital marketing and also increase their information skills and consciously use communication techniques.

- ❖ Considering that the importance of job dimension was revealed in the analysis, it is suggested that while developing and strengthening job and professional skills, people should also develop their ability to use communication technologies by creating a strong connection in the communication networks through the media and the Internet can work professionally in the development of a personal brand in the job dimension and can be prominent and distinguished in the field of its activity.
- ❖ Since knowing one's profession is one of the requirements of one's personal brand, the level of access to specialized knowledge and skills determines the distinction of people. It is suggested that people in their field of specialty use their individual knowledge and capabilities and previous and international achievements and new initiatives using advertising and new technologies such as digital marketing to introduce their personal brand to increase their personal brand.
- ❖ It is suggested that universities have a series of short-term practical training courses by inviting entrepreneurs with a successful personal brand to present and transfer their experiences in this field during the study period of graduate students who later have the chance to enter the field of education so that in the form of a planned educational process during their studies, they will be familiar with the concepts and importance of personal brand. Of course, they will learn it in practice and use it in education in the future.

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