

IDENTIFYING AND PRIORITIZING EFFECTIVE FACTORS ON PERSONAL BRANDING OF COMMERCIAL COMPANY MANAGERS IN SOCIAL NETWORKS

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1. INTRODUCTION

Creating a brand and personal branding is considered as a strategic management tool and one of the growth areas of businesses and managers of commercial companies. So, today one of the main challenges facing managers is to use a personal brand to develop their career. Personal branding is one of the new topics in the field of branding, and every person can have a sustainable personal brand by considering their specified goals and using appropriate strategies (Shafiei et al., 2020). Parmentier & Fischer (2021) acknowledge that there is a gap in the literature on how to practice and protect one's personal brand. Indeed, the literature recognizes the need for empirical research on personal branding that examines how different professions experience personal branding (Jacobson, 2020). according to the development of personal branding in social networks and the necessity of the presence of commercial companies managers in this discussion, it is necessary to identify the factors influencing this issue so that through the identification of these factors, the personal branding of these managers in social networks should be done in a purposeful way to create a competitive advantage for them. On the other hand, personal branding is a relatively new topic, and the existing theoretical foundations in the field of factors affecting personal branding are incomplete, and the studies conducted also show that research aimed at identifying the factors affecting the identification of personal branding in social networks has not been done yet. Therefore, this study, in the first stage, seeks to identify the factors influencing the personal branding of commercial companies managers in social networks, and in the next stage, to prioritize these factors in order to play a role in reducing the theoretical gap in the literature.

2. MATERIALS AND METHODS

The current research is applied in terms of purpose, and in terms of approach, it is a sequential exploratory mixed research. Therefore, in this research, the factors affecting personal branding were identified through interviews with 1-commercial company managers, 2-social network users, and 3-academic elites, and then these factors were determined in the second stage in the form of a questionnaire. The researcher-made questionnaire was provided to the interviewees and the results obtained at this stage were determined through the TOPSIS method of prioritization and the degree of importance of each of the factors and indicators extracted using the Analytical Hierarchy (AHP) method. In order to collect data and information for analysis in the qualitative section, interviews were conducted with 21 commercial company managers, academic elites, and social network users. Also, in the quantitative section, the number of people in the statistical sample to whom the questionnaire

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was sent was 384 people, of which 100 people were business managers, 80 people were university elites, and 204 were network users. Using the opinions of experts and professors, its internal validity has been confirmed and the reliability of the Cronbach's alpha coefficient of the questionnaire was calculated above 0.94, which is acceptable.

3. RESULTS AND DISCUSSION

After the interview, the results of the content analysis method indicated that many factors influence the personal branding of business company managers in social networks, which are: 1-organizational performance, 2-management knowledge, skills and intelligence, 3-extra-organizational communication, 4-demographic characteristics, 5-having a personal perspective, 6-personality characteristics, 7-leadership skills, 8-skills social network, 9-cultural and social factors, 10-attention to the audience and 11-attention to the content, which according to the results of applying TOPSIS and AHP method, it can be stated that the factor of having a personal perspective have had the most important effect and demographic characteristics has had the least effect on the personal branding of business managers in social networks.

4. CONCLUSION

In the current research, two main questions were investigated: 1- What are the main factors affecting the personal branding of business managers in social networks? 2- What is the prioritization of the basic factors that are effective on personal branding of business managers in social networks? To get the answer of the first question, based on the studies conducted related to the topic, interviews and conversations with the managers of commercial companies, academic elites and users of social networks, 81 criteria were identified in the form of 11 general factors. Also, to get the answer to the second question, from two statistical methods; TOPSIS technique and Analytical Hierarchy Method (AHP) were used, and the results of the second question can be seen in Table 1.

Table 1. Ranking of effective factors of personal branding based on TOPSIS and AHP techniques

Rank	Topsis	AHP
1	The factor of having a personal perspective	The factor of having a personal perspective
2	The factor of leadership skills	The factor of Cultural-social
3	The factor of social network skills	The factor of leadership skills
4	The factor of knowledge, skill and managerial intelligence	The factor of social network skills
5	The factor of Organizational performance	The factor of knowledge, skill and managerial intelligence
6	The factor of Cultural-social	The factor of Internal communication
7	The Factor of attention to content	The Factor of Organizational performance
8	The Factor of Internal communication	The Factor of Attention to the audience
9	The factor of personality traits	The Factor of attention to content
10	The factor of Attention to the audience	The factor of personality traits
11	The Factor of demographic characteristics	The Factor of demographic characteristics

Keywords: Personal Branding, Commercial Company Managers, Social Networks, TOPSIS, Hierarchical Analysis