

SELF-BRANDING AND PERSONALITY

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Chapter 1 – Introduction

Rather long period of sustainable economic development, growth of the real income of the population and change of nature of demand, increase of level of balance and saturation of the market cause an essential aggravation of the competition practically in all branches and spheres. In these conditions the survival and development of the enterprises in the increasing degree turns out to be consequence of creation of unique competitive advantages by them in the environment which integrated expression is the brand. Acting as result of complex marketing policy of the enterprise, the developed brand provides to the enterprise growth of audience of loyal consumers, creates additional competitive opportunities at an entry into the new markets, significantly facilitates process of formation of effective system of merchandising, has beneficial impact on reputation of the enterprise in business community.

During a modern information era of the recommendation about branding (i.e. to creation and management of a brand) gain relevance not only for material goods, or the organization, but also for the certain person. It is caused by that modern society is ready to apprehend and even needs brighter leaders, news-makers, experts. Today the public more is guided not by abstract ideological systems of values, and by the noticeable personality, them representing therefore the one who will use this tendency, will be able quickly to strengthen the authority and is considerable to increase efficiency of professional activity. However, will be able to get to their number only what personal resources are really important for people around.

It should be noted that, according to experts, concerning formation of an image of the personality the same laws which promote advance of goods and services, but taking into account personal characteristics of the person work. Its recognition in a certain environment, the reputation, the developed image, a demand and popularity are related to the personality who has come to level of a brand. In this regard there is a question of a role of personal characteristics in self-branding – studying of extent of their influence on formation of a strong personal brand, identifying the most significant characteristics of the personality, possibility of

modification of the personality in the process of self-branding, etc. However, in the special literature on branding, mainly discusses the issues and problems of branding products, and self-branding is on the periphery of the interests of researchers. In this regard, our study seems relevant and meaningful.

The term "Personal Branding" is the modern invention, but the phenomenon of the people instantly labeling each other based on reputation and behavior as it is old as human interaction. Even within primitive societies, people judged each other based on quick impressions and decided whom to trust based on unreliable emotional contexts.

The world has been changing rapidly during last decade because of the increased globalization, fast increase in social mass media online and technical achievements which stain borders between work and private life. However last years because of incredibly difficult economy, changes were even more unrestrained. Layoffs - are the word of the day and for several remaining workplaces are available, and competition for jobs became very intensive. It is one of the reasons why it is important to begin your own personal branding.

The purpose of our Master thesis consists in providing the best understanding of how people can develop their own personal brand. We will aim at improving the understanding of the Self-Branding, how Personal Characteristics influences on it and how Social Media can benefit individuals in Self-Promotion. An in-depth analysis of the Social Media Marketing benefits and techniques will help us in the understanding of the power of four the most popular Social Media channels and their particular use for Personal Branding.