

Online Personal Branding: Processes, Challenges and Implications

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Abstract

The following Master thesis investigates how to develop and maintain an online personal brand in order to achieve career development and success. With the current state of today's job market, it is becoming very difficult for individuals to differentiate themselves from competitors. Online Personal branding is an important tool for jobseekers as it helps define their strongest attributes and promote themselves to companies. This study focuses on how to build online personal brand and how to create a professional online self-image in order to achieve career success.