

Relationship between number of employed students with number of students that perceive themselves as brands

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Abstract

According to Personal Brand strategist Meredith Liepelt “Your brand is what people think of when they think of you. In some ways, it’s a reflection of the values you represent and the talents you can bring to a company (Cote, 2016)”. It is a time-consuming process, but its role is crucial nowadays. This research paper aims to provide general information on personal branding and the impact that employment has in it. The focus of this study are Albanian students and how their engagement in employment policies (work experience, training program, internship) impacts their perception on personal Branding. The research question of this paper is: Is there is a relationship between employment and personal branding perception? To answer the research question, a mixed approach of qualitative and quantitative research was conducted, and questionnaires were distributed to third year Business Administration students (Bachelor Students who study Brand Management). The findings and conclusions of this study indicate that employed students are more oriented towards personal branding, but neither engaged students’ nor unengaged ones think that their brand can be communicated online. This study has an innovative value, because there are no studies focusing in the role that employment plays in personal branding perception.

Keywords: Personal Branding, Personality, Personal value, Self-presentation.

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