

BACKGROUND

- Personal branding allows an individual to present their core professional and interpersonal attributes in a competent and cohesive manner to get the compensation and occupation that they desire.
- Personal Brand Equity (PBE) is an individual's perception of the value of one's personal brand derived from its appeal, differentiation, and recognition in professional field.¹
- There are no studies that specifically evaluate personal brand equity in the field of pharmacy.
- A personal branding workshop was led by a professor of marketing in the School of Business and facilitated by a professor of pharmacy practice trained in personal branding to assess their knowledge of personal branding and to educate them on tools that could be used to enhance their personal branding.

OBJECTIVE

- To evaluate the personal brand equity of the SOP faculty and staff and to assess the impact of a professional development workshop for pharmacy faculty and staff

METHODS

Study Design

- Retrospective, observational, cross-sectional survey study
- Survey Design: Three section questionnaire
- 21 question survey that requested perspectives on how participants
 - Section 1: Brand Appeal
 - Section 2: Brand Differentiation
 - Section 3: Brand Recognition
 - Section 4: Amount of Linked In Connections/Review of workshop
 - Section 5: Open-ended responses on how to improve their brand equity

Study Population

- SIUe School of Pharmacy faculty and staff who attended the personal branding workshop

Study Measures: Dependent Variables

- Survey response to questions about brand appeal, differentiation, and recognition of all participants
- Survey response to evaluation of the personal branding workshop

Study Measures: Independent Variables

- Current position within the SOP
- Title of Assistant Professor, Associate Professor, or Professor if they identified as being pharmacy faculty
- Age, gender, race, and ethnicity were not collected as independent variables for this study due to small sample size.

Data Analysis

- Samples were described using frequencies/percentages
- Analysis computed via Excel Algorithms

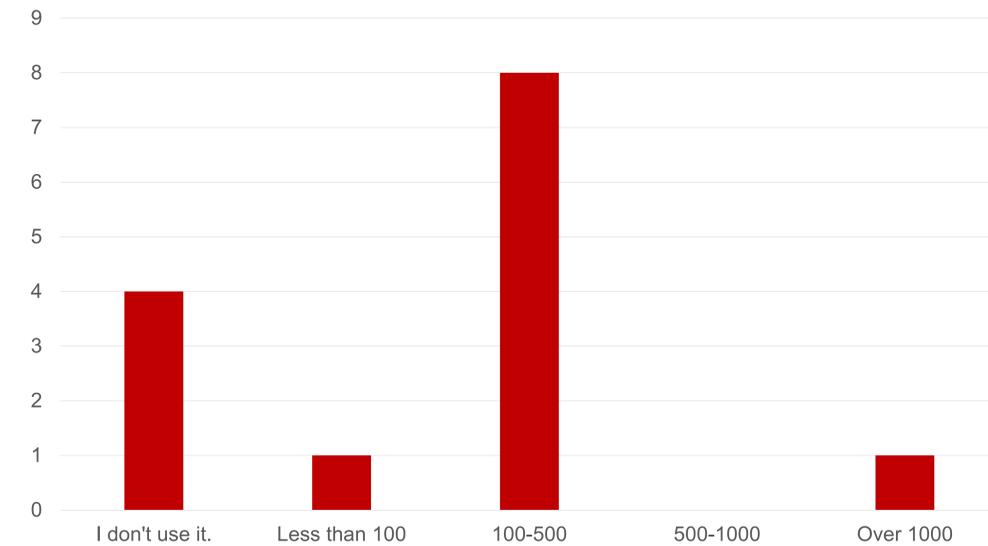
RESULTS

Table 1: Personal Brand equity assessment by Faculty and Staff

Survey Questions	SIUe Faculty & Staff N = 14 Average Likert Score
Brand Appeal	
I have a positive professional image among others.	4.21
My professional strengths are clear.	4.21
I am appealing to work with.	3.71
I have a distinct professional image.	3.64
My personal values are reflected in my work.	4.07
Brand Differentiation	
I have a reputation for producing high value results.	4.21
My work is highly valued by others.	3.79
I am regarded as delivering higher professional value compared to others.	3.50
I am a preferred candidate for work projects and tasks.	3.71
Working with me provides access to my network.	4.14
Brand Recognition	
My name is well known in my professional field.	3.14
I am regarded as an expert in my professional domain.	3.57
I am often recommended by others to their professional contacts.	3.64
I am known outside of my immediate network.	3.64
am frequently contacted by others for advice or services.	3.57
Workshop Evaluation	
The professional development workshop provided me with new information about personal brand.	3.57
The professional development workshop was valuable and met my expectations.	3.43
Likert Scale: Strongly Disagree (1), Disagree (2), Neutural (3), Somewhat Agree (4), and Strongly Agree (5)	

RESULTS

Figure 1: Amount of LinkedIn Connections



LIMITATIONS

- Small sample size
- Single site for workshop
- Observation bias

CONCLUSION

- Results suggest majority of the faculty and staff found the personal branding workshop to be valuable and informative about personal branding.
- There was a wide disparity in the usage of the traditional professional social media site, LinkedIn that may attribute to some negative aspects of brand recognition.
- Most participants responded positively indicating they felt they were competent in the three dimensions of personal brand equity.
- Future studies will be need to be performed to assess the long-term affects of personal brand equity in the field of pharmacy.
- Future research could explore how PBE might lead to beneficial outcomes such as self-realization, social capital, financial gains, job search success, and career opportunities.²

REFERENCES

1. Gorbатов, S., Khapova, S. N., Oostrom, J. K., & Lysova, E. I. (2020). Personal brand equity: Scale Development and validation. *Personnel Psychology, 74*(3), 505–542. <https://doi.org/10.1111/peps.12412>
2. Vallas, S. P., & Hill, A. L. (2018). Reconfiguring worker subjectivity: Career advice literature and the “branding” of the worker's self. *Sociological Forum, 33*(2), 287–309. <https://doi.org/10.1111/socf.12418>