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PERSONAL BRANDING AS A KEY TO THE DEVELOPMENT OF MARKETING COMMUNICATIONS AND INFORMATION CULTURE OF THE COMPANY

ABSTRACT:

The growth of the branding role in the commercial sector, an active expansion of the areas necessitates the theoretical substantiation of the characteristics of the formation and use of brands in specific fields and stimulates the development of scientific and practical researches about the formation and management of personal brands based on information culture. So the purpose of this study is to develop theoretical foundations and to improve methodological provisions for the formation and use of personal brands based on the information culture mastery, which are considered as a factor in enhancing a person's competitiveness in today's market conditions. Essence of the personal branding is certain, the specific features of the personal brands are exposed by comparison to classic one, that distinguishes them as the special market force, conceptual positions of forming of the personal brand are considered and improved as a commodity, classification of groups of instruments of the personal branding is worked out. Also the concept "information culture" is investigated in the article. Its absolute interrelation and influence on personal brand, organization development, team activity and their effectiveness are proved. The possible ways of personality cultivating in the conditions of innovative development society, the widespread introduction of information and telecommunication technologies are highlighted. Also at the present stage of social development, the importance of studying the foundations of information culture formation is entailed by the search for new mechanisms for improving the professional and personal qualities of an individual – personal brand. The results of scientific and technological progress, the increase in the information volume, the need to master it for effective activity, *managerial decision-making* cause the need for a person to develop his information culture as a condition and features of a civilized organization of the economy and a person on the basis of production means. Improved methodological approach gives the opportunity to form a personal brand, meaning, to stand out among other people in order to establish professional life and achieve success in it.

INTRODUCTION.

Due to of the implementation of branding takes place outside the environment of business organizations. Brands are beginning to be used by

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administrative institutions, territorial units and regions, public movements, public figures. At the same time information changes nowadays and the results of scientific and technological progress have the greatest influence on the society development throughout a hundred years. After all, thanks to them humanity has already reached the stage of Industry 4.0. However, despite all the information, technical, cultural, economic achievements, there should not be forgotten about the true creator of social progress – an individual with all his qualitative characteristics. This individual is always at the forefront in any period of social progress.

The transition to the information society, in particular, to the society of innovation development and knowledge, requires from the person as an information carrier and user appropriate training, acquiring certain aspirations, qualities and knowledge for the rapid perception and processing of large data sets, the ability to respond to rapid changes in quality and technical characteristics of computers, software, modern methods, tools and technologies. In addition, new requirements and working conditions generate the dependence of one person awareness from another person awareness. Therefore, it becomes inadequate to be able to independently master and accumulate information. It is necessary to develop the ability to work in a team, to learn such technology of work with information, when decisions are prepared and accepted based on collective knowledge. This means that every person, every employee must have a certain level of information culture.

Mainly, a lot of researchers prefer to focus their work on the final audience of practitioners by giving as much practical character as possible and by trying to avoid the consideration of the theoretical aspects. As a result a terminological apparatus in the field of personal brands and information culture have not been developed yet. Many questions concerning the peculiarities of forming and managing the development of personal brands, their typology, evaluation, how information and information culture influence its development etc. remain debatable. This fact complicates the development of scientific thought within the chosen issues and determines the relevance and necessity to elaborate on chosen topic.

Nowadays the issues of personal branding have been very relevant, both from a practical and theoretical point of view. The most comprehensively given problem is covered in the works of F. Kotler, D. McNally, O. Rotov, Ye. Romat, H. Rampersad, T. Peters, V. Isaiev, L. Sviridova and others. The research results on the society current state, its transformational processes and requirements to the person as the basis of social development have been presented in scientific works of foreign and domestic scientists, such as Gardner G., Michael A., Schweier A., Molyako V. Reznikov Zh. I. and others. Despite considerable theoretical and practical experience in the field of personal branding, there are almost no examples of using methodological approaches of this type of



branding to enhance the professional success of the individual. Therefore, the issue of developing an effective methodological approach for the formation of a successful personal brand of a specialist remains unresolved based on the information culture mastery.

In accordance with the foregoing, the purpose of this study is to develop theoretical foundations and to improve methodological provisions for the formation and use of personal brands based on the information culture mastery, which are considered as a factor in enhancing a person's competitiveness in market conditions.

THE STATEMENT OF BASIC MATERIALS.

The traditional understanding of branding as an attribute of a company has recently been extended to other areas of human activity, or those that are on the border of the economy and other industries. Nowadays the brand can be understood as the system of parameters that are included in the image of the individual, this parameters are shaping the image. An individual or a group of people are necessary to have a brand if they are facing competitive action in one area or another, which are preventing the achievement of the key goals.

PERSONAL BRANDING: ESSENCE, STAGES AND TOOLS.

The business principles of successful branding can be easily transferred to a level that is understandable by an average person, in order to correlate proposed ideas with privacy [1]. Meaning, many ideas and techniques used in the business for forming affection through brand management have proven effectiveness and can be transferred to the area of the development of personal relationship [2]. Therefore, personal branding uses key corporate principles and practices in order to allow a person to control and manage their image [3].

The term "personal branding" originates from the article "The Brand Called You" by Tom Peters, one of the leaders in the area of world business experts, published in 1997 [4].

Peters defines personal brand firstly as what other people think of us (the ideas and associations that we bring to their mind about our appearance, behavior, etc.) [4]. In other words, a personal brand is our image in the minds of others; this is how we are seen and perceived; it is our image that generates added value and creates benefits for us [5].

The mentioned definition by T. Peters has become the most common definition of a personal brand. Some aspects of the personal brand will be

positive, others will be negative. Most of the time, though, we don't think about managing the process of how other people are perceiving as. T. Peters is convinced that it's time for people to take control of their personal brands at work and "sell" themselves more consciously. Individuals need to promote themselves by defining their own unique qualities [4].

Summarizing, we can say that personal branding is the process of creating and promoting a personal brand in order to enable a person to manage his / her image in the workplace [5]. Besides, personal branding can also be defined as a complex of marketing activities aimed for the popularization of the personality in the eyes of the target audience and for the informing the latter about the professional or personal qualities of the person [6]. Some benefits of personal branding are shown in Fig.1 [3].

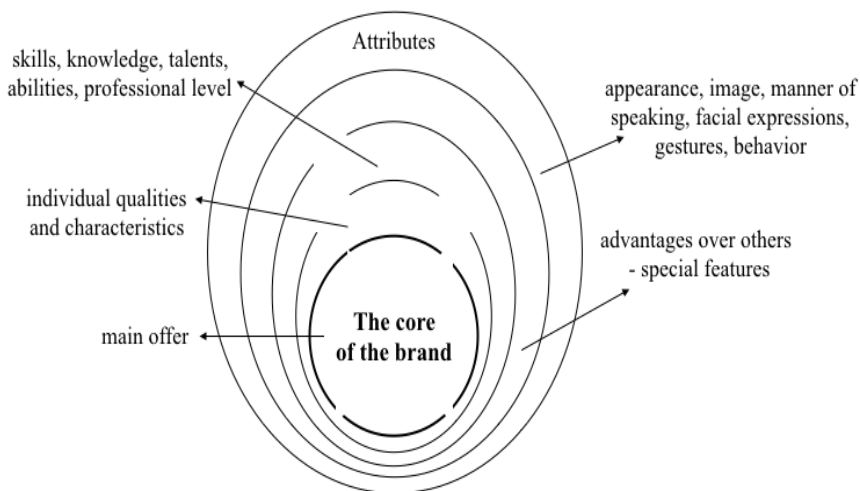


Fig. 1. Benefits of personal branding

In order to create an effective personal brand, it is important to know what a person's strengths are, their competitive advantage. And the strength must be developed [7].

Often, the concept of a personal brand narrows to its external manifestation, attention is accentuated on creating a positive image of a confident professional in some kind of a business. In this case, the personal brand refers to the emotions experienced by the party perceiving by the brand, as well as to the image that develops in the minds of other people, based on the entire history of relations with the person who represents the brand [8].

It is well known that not only the strength of the emotions it evokes, but also

the direction, is important for the personal brand as well as for the corporate one. There are popular personalities who have a stable image of a negative character, and quite effective; But in business as well as in daily life, relationships that were build on positive emotions have greater value and vitality, and therefore truly successful personal brands cannot be quantified because they are perceived at the level of emotions. The concept of a personal brand refers to the brand of the person directly and its manifestation in specific areas of activity: in education, business, hobbies, relationships with relatives, in public organizations, etc. In the literature, references to brands of politicians, sportsmen, stars of show business, and others are quite common. In these cases, the brand is a tool to implementation of the main activity.

For any brand, and in a particular case, for the personal brand, there are three aspects in which it is advisable to look at the brand itself: 1) how its creator / deliverer represents his brand; 2) how it is represented by consumers of the brand; 3) how the brand deliverer wants to be received by the audience.

It is well known that correct positioning is only the half of the battle for any product to succeed. Personality becomes that product for someone who is building a successful career. In the case of a personal brand, the market segment is the labor market. It doesn't matter how good a person's qualities are, they should still sell their brands on the market [5].

Thus, according to the results of the comparison, the authors made the following conclusions about the formation of the personal branding process: 1) the object of the personal brand and the seller of the personal brand is the same person; this person is the owner of the brand; 2) an indicator that reflects personal brand performance is target audience loyalty; 3) personal brand is considered as a specific product, one of its specific features is inalienability from deliverer.

The specificity of personal brands does not interfere with the traditional principles of marketing in the direction of making decisions during the process of formation and development of personal brand. Thus, the classic branding process can be applied to personal brands [9].

There are different models of brand building and brand implementing. Bob Dignen, one of the directors of York Associates who specialised in language, communication and intercultural learning, has also developed one of the methodological approaches to formation of the personal identity branding [3]. Any ordinary person can use this approach. This will help him/her to increase his/her professional success.

The methodological approach proposed by Bob Dignan is complex.

However, it can be improved. Improvement can be add as an extra approach

of the promoting a personal brand. Which is the ability to present ourselves, meaning, be able to make a self-presentation in any situation. Undoubtedly, this skill will help a specialist to strengthen his/her personal brand and succeed in the professional field.

Therefore, an improved approach to personal branding is shown on the Fig. 2.

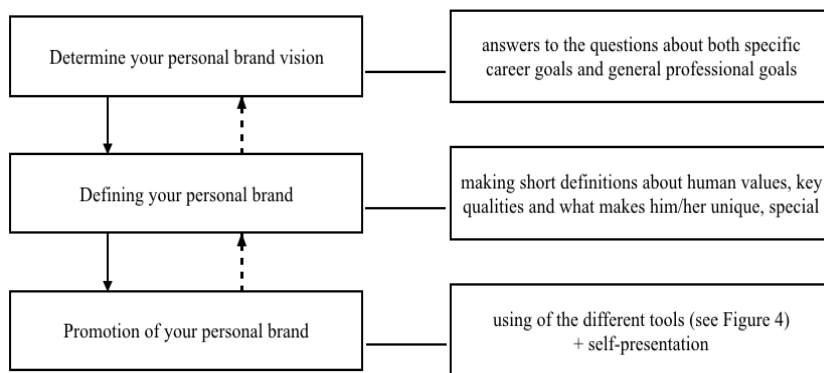


Fig. 2. Stages of the forming of a personal brand

It is necessary to use other different tools for the promotion of the personal brand, besides of the self-presentation. They are marketing tools for the most cases. The vast majority of the personal brand promotion methods can be grouped as it shown in Fig. 3.

Self-presentation, a story about yourself may be required during the job interview, as this skill is most often required when going through the candidate selection procedure for a job. Self-presentation will help to present yourself as a personal brand or as a good specialist. The level of the salary and the opportunity to work in the organization will depend on how the applicant for the position will tell about himself.

Self-presentation must be prepared. To be not prepare for a story about yourself means to be not prepare for an interview. To come up with a good story about yourself, to take into account difficult moments, to prepare for the questions and to predict the situation of the «deadlock» become possible by using a pretty simple and very effective method. The procedure itself takes 10-15 minutes, nevertheless increases the chances of getting a job almost at 50%. Of course, the other 50% may depend on other factors.

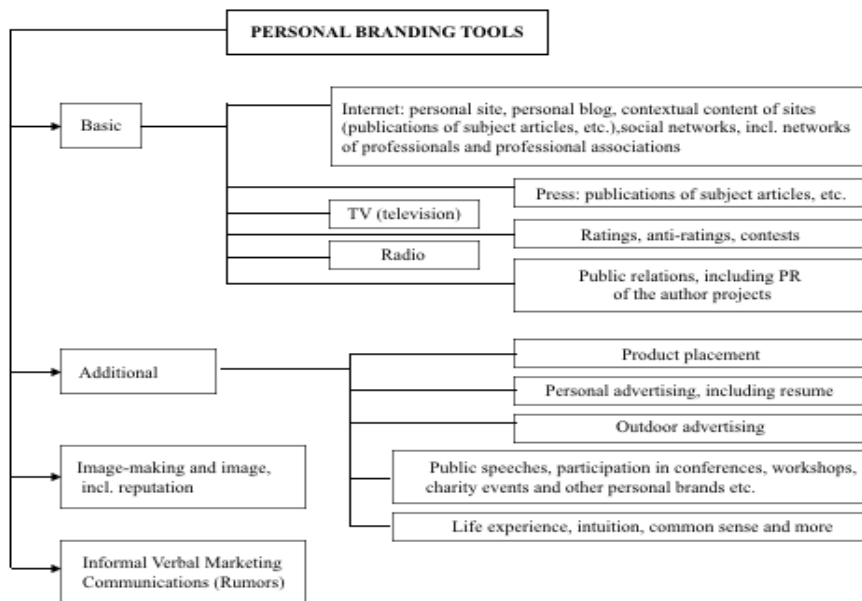


Fig. 3. Groups of personal branding tools

It is easy to developing a self-presentation. You need to take a piece of paper and colored pens. In the center of the sheet, draw yourself schematically and then identify the main branches and topics that will be discussed in the presentation. Usually these branches are related to work experience: company name, achievements in this position, reasons for dismissal. The branches should be numbered according to the order of the story. It is worth remembering that the beginning and the end of self-presentation is usually remembered the most, 5-7 minutes can be freely spoken without losing the listener's attention.

It is necessary to pay careful attention to the job description, often it already reflects the main topics for the presentation of yourself.

It is also important to note the experience that a specialist has and define if it can be interesting to the organization in which the person is interviewed. Strengths and weaknesses should not be discussed, however, such questions are preferred by recruitment specialists [10].

The most difficult part is not only to feel what personal product the surrounding environment needs, but also to discover the inner potential to close that need. After all, the demand for personal product is changing as everything around. It is important for a person to be aware of his/her mission.

We need to recognize the importance of the development of personal branding direction for the individual, in psychological and intellectual, and,

moreover, creative way, it is safe to say that there is a great future for this direction. Suppose that the development of personal branding projects can already bring profit to marketers, since a truly creative person usually does not have enough time to engage in the personal brand developing [11].

INFORMATION CULTURE: FEATURE, PRINCIPALS, FORMATTING THE PERSONAL BRAND.

Culture, of course, belongs to the most complex and multi-faceted phenomena; therefore, it is not always understood unambiguously. It manifests itself as an important component of human activity (technological culture, environmental, artistic, culture of thinking and feelings, labor and customs, etc.). Information culture is correlated with the whole set of information processes that a person uses in his life and talent management. The person collects knowledge of those sciences that contribute to his development and adaptation to a particular type of activity.

An integral part of information culture is the knowledge of new information technologies, the ability to use them for computerization of managerial, economic, technological and production processes, and in extraordinary situations that require non-traditional solutions, and most importantly - in people collective communication.

At the present stage of social development, information culture, personality, talent and society are investigated as a special aspect of human culture in general. It means the integral designation of those aspects of culture, that directly reflect the entire set of information processes, which a person uses in his life.

The main feature of information culture, its main source, which ensures the life confidence and welfare, is a highly effective economic activity of all society members. It becomes both a condition and a sign of a civilized economic organization based on means of production that consists of intellectual tools and new information technologies. It also provides the highest, in terms of world standards, level of labor productivity and production efficiency, creation of a large number and assortment of goods and services, which ultimately is a prerequisite for happy and comfortable life, effective talent management, progressive society development.

Information culture puts a fair amount of demands on all users of intellectual tools (human rights enhancers - computers, software, creation of new knowledge and skills, etc.). These requirements vary according to their origin and character, in some cases they acquire a moral sense, others require legal, technical, etc. However, all these rules or requirements are conditioned by the principles and norms of morality, law, and mutual respect [12].

The basic principles of information culture are worth considering:

1. *An integrated approach to solve information problems of management.*



This principle excludes the solution of issues related to the improvement of the production management system on the basis of a particular science, for example, economics, sociology, cybernetics, etc. The business entity is a rather complicated mechanism, which combines different aspects of production: technical (equipment, technology, machinery), economic (forms of self-financing, system of material incentives, etc.); organizational (forms and methods of production management, organization of labor); human and socio-psychological (labor collective, conflict situations, working conditions, tension, tiredness, desire to raise the level of knowledge, intelligence, talent, etc.). Therefore, solving the problem of managing a complex mechanism, in particular talent, needs an integrated approach based on the use of various scientific disciplines.

2. *General organization of information systems.* When creating and functioning integrated management systems at socio-economic objects, it is necessary to organize the system's components: technologies, processes of management, information structures, management methods and obligations of officials.

3. *Philosophy*, determined by the relationship between developers and customers.

4. *Searching* for characteristics of people's behavior that are constantly repeated, their interaction, rituals, forms of manifestation, rules of conduct.

5. *Respect for the individual rights*, encouraging the free exchange of information.

6. *Game rules* which must be abided to achieve and maintain the success of the business, normal relationships in the team, the image at the market.

7. *Security and protection of information* in telecommunication networks.

The principles of information culture are interconnected, so unilateral improvement of one of them does not provide the expected effect and cannot justify costs. At the same time, the following requirements for the development of each principle are defined, determining its place and role in the system, the nature and content of its relationship with other principles. At the same time, the following requirements for the development of each principle determine its place and role in the system, the nature and content of its interrelationship with other principles.

Due to the elements of information culture there are opportunities to raise the knowledge level, intelligence, improve talents and the quality of management, simplify the processes of management, improve working conditions, expanding motivational measures, improve the skills of work in the team. This ensures a more exact and balanced work of the personnel, raises state and labor discipline, efficiency of talent management and personal development.

It should be emphasized, that nowadays there can be found no definition to characterize the state of a business entity or individual, besides the notion of

"information culture", since it is the expression and manifestation of reasonableness, rationality of organization and management of the production process, the development of the individual, where each component is clearly regulated and balanced.

There should be understood that the level of information culture cannot be expressed in specific units of measurement (tons of production, hryvnia savings, percentages, etc.). However, productivity, profitability, product quality, knowledge level and aspirations are all indicators of information culture, which are directly dependent on its availability / absence. Information culture itself is a generator of deep socio-economic transformations, improvement of qualitative characteristics of an individual, his talent and intelligence. Information culture allows us to get answers to many questions related to the formulation and solution of personality problems, even issues of national or world significance.

Typically, the success of economic reforms is associated with the containment of inflation, the prevention and elimination of risks, updating, modernization of technologies, fundamental changes in the structure and the state functions, improvement of democratic principles of society, protection of human rights, etc. Most of these problems cannot be solved without a profound transformation that depends directly on the level of information culture, the knowledge culture, skills, ability to work in a team, the behavior of managers and employees, their level of talent and other qualities. Consequently, the question of information culture is fundamental, where the rules of the creation of an innovative society, the formation of a new type of person and a fundamentally new technological basis for their spiritual and social modernization are closely interconnected.

From a methodological point of view, information culture is an element of the science concept about management, which has a complex knowledge character in various branches of science, including economics. Mastering an information culture is a way of the person qualities universalizing, which leads a person to a real understanding of his mission, place and role in the processes of world-building.

Information culture contributes to the formation of a personal brand: 1) competence in tasks definition that need to be solved in their life; 2) skills of modern computer technology use and all attributes of informatization; 3) skills of formal description of the given tasks, elementary knowledge about methods of economic-mathematical modeling and forecasting; 4) knowledge of simple algorithmic structures and the ability to apply this knowledge to compile algorithms for solving any economic and sociotechnical problems; 5) ability to interpret correctly the results of solutions to practical problems with the help of intellectual capabilities enhancers and use these results in practice; 6) knowledge of the legal security problems and use of information, databases and knowledge; 7) knowledge about the safety of the integrated control



systems operation in two directions: safety of personnel and information security; 8) ability to develop oneself and work in a team.

CONCLUSION.

Therefore, it should be concluded that an improved methodological approach gives the opportunity to form a personal brand, meaning, to stand out among other people in order to establish professional life and achieve success in it. The results of scientific and technological progress, the increase in the information volume, the need to master it for effective activity, *managerial decision-making* cause the need for a person to develop his information culture as a condition and features of a civilized organization of the economy and a person on the basis of production means, which consist of the labor intelligent tools and new information technologies. Further research by the authors will focus on the practical application of this methodological approach.

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