

Defining the Value of Personal Branding: A Framework for Quantifying Personal Brand Equity

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THE AIM OF THE PAPER

This study aims to explore the measurement of Personal Brand Equity (PBE), conceptualized as the value derived from strategic self-presentation in professional contexts. Despite increasing academic interest in Personal Branding, a standardized measurement framework remains underdeveloped. Existing research primarily focuses on branding strategies rather than quantifying the tangible benefits. Building upon Gorbатов et al.'s (2020) three-dimensional model, this study refines the concept by introducing a distinction between self-PBE (sPBE) and external-PBE (ePBE), addressing a critical gap in the literature.

METHODOLOGY

Using a mixed-methods approach, integrating qualitative interviews and quantitative surveys construct a comprehensive measurement model. The findings help close the research gap by revealing how Personal Branding efforts can generate measurable equity that influences career progression, professional reputation, and business success. By delineating the self-perceived and external (other-perceived) dimensions of PBE, the study provides an understanding of how individuals can strategically cultivate and leverage their personal brands for professional growth.

MOST IMPORTANT RESULTS

In terms of results, the research offers both theoretical and practical contributions. Theoretically, it enhances the conceptual foundation of PBE by establishing a structured framework for measurement. Practically, it equips professionals and organizations with a validated tool to assess and optimize PBE. The proposed model has implications for various domains, including career management and corporate branding.

RECOMMENDATIONS

By bridging the gap between Personal Branding and quantifiable equity, this study underscores the strategic significance of PBE as an asset in contemporary business environments. It provides a novel perspective on the role of Personal Branding in career sustainability from both individual and organizational perspectives, positioning PBE as a crucial element of competitive advantage in today's dynamic labor market.

Keywords: Personal Branding, Personal Brand Equity, Brand Equity Framework

INTRODUCTION

In today's digital and competitive job market, individuals increasingly act as personal brands – intentionally shaping how they are perceived to advance their careers. Moreover, “megatrends have major effects on the business environment” (Reketttye Jr. & Reketttye 2017, p. 178). As a result, Personal Branding has become a widely studied topic in both International and Hungarian literature (Lair *et al.* 2005, Shepherd 2005, Papp-Váry 2013, Bauer & Kolos 2016, Töröcsik 2018, Hajnal *et al.* 2019, Szántó 2023).

Within this field, Personal Brand Equity (PBE) – the value (Reketttye 1997) created through strategic self-presentation – remains underexplored and lacks consistent measurement. Existing studies often focus on niche groups like CEOs (Bendisch *et al.* 2013, Fetscherin 2015) or university students (Papp-Váry *et al.* 2020). Gorbатов *et al.* (2020) addressed this by including a broader sample, highlighting the need for further validation across diverse contexts. This study aims to contribute by developing and testing a scalable PBE framework applicable to a wider professional population.

Hungarian researchers also underscore this gap. Several studies discuss the benefits and value of engaging in advertising-related activities in the digital space (Horváth & Bauer 2016, Reketttye *et al.* 2016, Papp-Váry & Kerti 2022). For example, Bauer & Berács (2017) mention Personal Branding among glossary terms, while Hungarian management sciences emphasize the importance of developing an individual's personal brand (Poór 2017). Just as marketing recognizes customer experience – satisfaction derived from touchpoints with a provider (Reketttye 2018) – the same concept applies to Personal Branding, where interactions with an individual shape perception of their personal brand. Still, there remains an absence of standardized empirical research.

This study addresses a key gap in PBE research by extending the framework of Gorbатов *et al.* (2020) framework. While their model offers a strong foundation, it does not clearly distinguish between self-perception and external evaluation – two perspectives essential for a complete understanding of PBE. Drawing on socioanalytic theory (Hogan & Shelton 1998), this article introduces a dual-view model that separates self-PBE (sPBE) from external-PBE (ePBE). The framework integrates insights from marketing (Aaker 1991, Kotler & Keller 1967, Keller 2001, Moisescu & Gică 2007) and social psychology (Zinko *et al.* 2007), enhancing rather than replacing existing models.

The article is structured as follows: a literature review including theoretical frameworks provide context; the methodology outlines the mixed-methods approach; results present the validated measurement model; followed by discussion, future research directions, limitations, and conclusion.

LITERATURE REVIEW

This study builds on comprehensive systematic literature reviews (Leary & Kowalski 1990, Gorbатов *et al.* 2018, Szántó 2023). It draws upon the following key insights to advance the field and address the existing gap.

The concept of PBE originates from the broader framework of brand equity, extending into the domain of Personal Branding, reflecting both strategic efforts and perceived perceptions (Aaker 1991, Keller 1993, Horváth & Bauer 2016). Reketttye *et al.* (2016) suggest applying strategies from Sun Tzu to branding challenges. Internal identity and external associations must align for equity, linking self-driven branding (sPBE) with stakeholder perceptions (ePBE) (Keller 2001, Szántó 2023). Hogan & Shelton's (1998) Actor-Observer Paradigm provides a foundation for the gaps between self-presentation (sPBE) and external validation (ePBE) through strategies of “Getting Ahead” and “Getting Along”.

Existing studies on Personal Branding lack the tools to measure PBE. While the framework of Gorbатов *et al.* (2020) provides a foundation with its three pillars of brand appeal, differentiation, and recognition, it fails to capture the interplay between self-Personal Brand Equity (sPBE) and external-Personal Brand Equity (ePBE).

Brand Recognition (BR) includes constructs like popularity, admiration, and prestige, influenced by external factors and agency-driven efforts (Onu *et al.* 2016, Cheng *et al.* 2013, Szántó 2023). Brand Differentiation (BD) establishes legitimacy and uniqueness (Hogan *et al.* 1996, Parmentier *et al.* 2013, Töröcsik 2016). Brand Appeal (BA) integrates reputation, status, image, and credibility into a cohesive framework for Personal Branding success (Gorbатов *et al.* 2020).

Reputation, or “collective perceptions of others” (Zinko *et al.* 2007, p. 165), separates self-driven actions from external views, shaping professional outcomes (Dumont & Ots 2020, Zinko *et al.* 2007). Within Bourdieu's (1983) social capital theory, PBE drives success, especially in entrepreneurship. Despite recognizing Personal Branding's role, Hungarian studies reveal empirical measurement gaps (Horváth & Bauer 2016, Reketttye *et al.* 2016, Poór 2017).

This study integrates sPBE and ePBE into Gorbátov *et al.*'s (2020) framework. It addresses cultural nuances in branding practices (Papp-Váry 2019, 2020a), offering actionable insights for individuals and organizations. Liska (2024) notes branding categories vary by objectives. Rekettye (2016, p. 15) points out a critical gap that this article addresses from the PBE aspect: the necessity for businesses, both MNOs and SMEs, to understand marketing techniques to transform entrepreneurial expertise into value for potential customers. Building on Gor-

bunov's model, this study develops a framework for both career and entrepreneurial paths.

Figure 1 maps the relationships between personal brand (pb), Personal Branding (PB), and Personal Brand Equity (PBE). It distinguishes external PBE (ePBE) based on stakeholder perceptions and self-PBE (sPBE) from self-reported data, offering a dual perspective (Szántó & Radácsi 2023).

Figure 1. Conceptual Relationship Between Main Constructs.



Source: own construction

Managing impressions with a strong image benefits organizations by fostering business-customer interactions, reducing reputational risks, and attracting talent (Toqner & Langlois 1992, Wayne & Liden 1995, Bolino & Turnley 1999, Papp-Váry 2003). Similarly, Personal Branding drives professional recognition and career advancement. Roberts *et al.* (2005) describe self-image as "an individual's reflection of their best self" (p. 712), while Józsa's (2016) work highlights internal identity and external perception in shaping equity.

Employability, defined as "work-specific active adaptability" (Fugate *et al.* 2004, p. 16), aligns with PBE constructs. Employer branding overlaps with Personal Branding (Sullivan 2004, Kajos & Bálint 2014).

Variables like reputation, status, and legitimacy enhance adaptability across contexts (Keller 2001, Zinko & Rubin 2015). These dimensions influence career outcomes such as employability and entrepreneurial success (Fombrun & Van Riel 2004). Empirical testing validates the value and reliability, supporting the integration of PBE into strategies (Rekettye *et al.* 2016). This provides the basis of the paper's research question:

RQ. How can Personal Brand Equity be conceptualized, measured, and validated as a framework that predicts professional success outcomes?

This framework links PBE to employability, entrepreneurial outcomes, and career advancement, offering insights into how Personal Branding shapes professional trajectories across contexts.

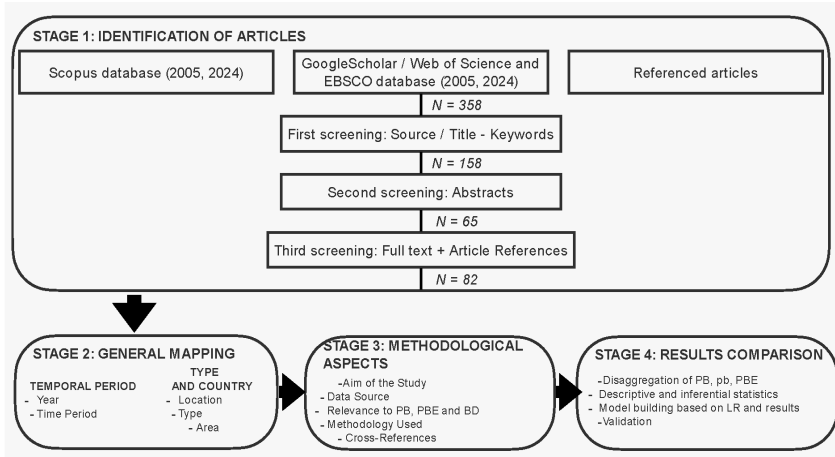
This study defines PBE broadly to explore its role in employability, entrepreneurial success, and career advancement across contexts:

Personal Brand Equity is the value aggregated from all self- and external attitudes and behaviors directly related to the achievement of an individual's – and indirectly to an organization's – reputation as a result of their personal branding efforts.

In short: PBE is the added value to an individual's reputation as a result of their personal branding efforts.

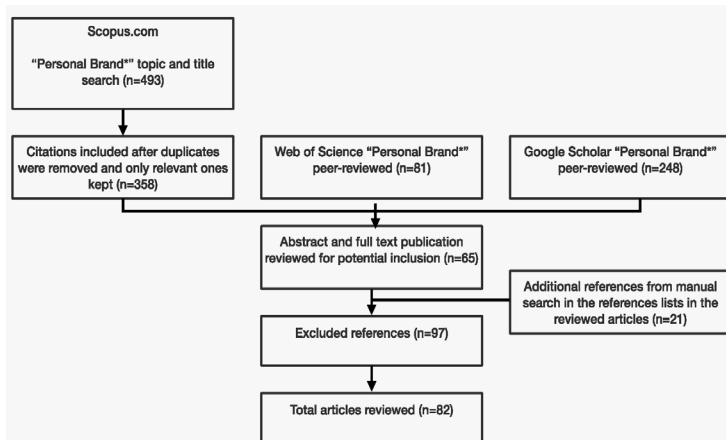
The systematic literature review by Szántó (2023), conducted following PRISMA guidelines (Moher *et al.* 2009), is illustrated in Figures 2 and 3. The chosen systematic approach ensured transparency while providing a robust foundation for understanding Personal Branding constructs and closing the research gap of quantifying Personal Brand Equity.

Figure 2. Identification of articles.



Source: Szántó 2023

Figure 3. Article selection process.



Source: Szántó 2023

METHODOLOGY

This study adopts Gorbato *et al.*'s (2020) measurement procedures, supplemented by DeVellis (2012), Hinkin (1998), and MacKenzie *et al.* (2011), using a sequential mixed-methods design to validate the Personal Brand Equity (PBE) framework (Creswell & Plano Clark 2017).

In a three-phase approach, first, the qualitative exploration involved semi-structured interviews with 10 professionals across five categories, analyzed using Braun and Clarke's (2006) thematic

analysis to address prior research gaps (Vallas & Christin 2018). Phase 2 follows DeVellis's (2012) procedures, measuring self-PBE (sPBE) and external-PBE (ePBE) across brand appeal, differentiation, and recognition (Gorbato *et al.* 2020). Phase 3's quantitative validation was tested employing a survey of 396 professionals, including regression and factor analysis to mitigate self-reporting biases. This study refines Gorbato *et al.*'s (2020) framework within the Hungarian context, validating it while exploring cultural influences on PBE development. (Table 1)

Table 1. Comparative Analysis of Three Brand Dimensions.

Dimension	Definition	Key Variables	Related Constructs
Brand Appeal	The attractiveness and likability of one's PB	Likability, Attractiveness, Credibility	Image, Impression management
Brand Differentiation	The uniqueness and distinctiveness of one's PB	Uniqueness, Distinctiveness, Specialization	Legitimacy, Branding
Brand Recognition	The awareness and familiarity of one's PB	Visibility, Reputation, Fame	Popularity, Fame, Celebrity

Source: own construction

This study integrates PBE's dimensions into a framework combining self-perceived (sPBE) and externally perceived (ePBE) facets (Szántó 2023). ePBE reflects reputation as "collective perceptions of others" (Zinko *et al.* 2007, p. 165), while sPBE represents deliberate brand-building efforts (Roberts *et al.* 2005, Héder-Rima & Dajnoki 2020), showing how internal actions and external perceptions shape personal branding (Törőcsik 2018). The chosen methods (Ragab & Arisha 2017) should examine the relationship and dependencies between external and self factors in the value of a personal brand, thus PBE.

Exploratory factor analysis (EFA) is key in brand equity measurement (Aaker 1991, Keller 1993, Gorbатов *et al.* 2020), simplifying variables and identifying those with the greatest impact. It reveals correlations and aids in classifying entrepreneurs and organizations. To ensure validity, the factor analysis aligned with both the literature review and collected data (Ragab & Arisha 2017). Total Variance Explained (TVE) and Kaiser-Meyer-Olkin (KMO) were used to assess sampling adequacy. High TVE values were pursued by grouping results based on literature insights and data-driven findings, offering practical applications.

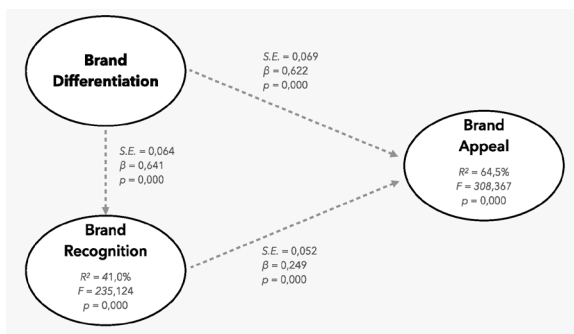
RESULTS

The collected data was analysed using descriptive statistics, correlation, regression, and factor analysis, followed by t-tests and ANOVA. These methods identified key variables and assessed the relationship between Personal Branding efforts and related indicators. The results confirmed the survey's reliability and alignment with the literature and interviews.

Exploratory factor analysis identified Brand Appeal (loadings: .67–.84, variance: 26.7%) and Brand Differentiation (loadings: .71–.87, variance: 22.3%) as explaining 59.0% of the variance. Brand Recognition (loadings: .65–.82, variance: 19.8%) further supported the model's structural validity.

Regression analyses confirmed significant relationships among the three dimensions, as shown in Figure 4. Brand Appeal predicted both Brand Differentiation ($\beta = .43$, $p < .001$) and Brand Recognition ($\beta = .37$, $p < .001$). Brand Differentiation was significantly associated with Brand Recognition ($\beta = .29$, $p < .001$) while controlling for Brand Appeal. These results validate the theoretical interconnectedness of the dimensions and establish their empirical distinctiveness.

Figure 4. Regression of BD to BR and BA.



Source: own construction

The two constructs emerged as distinct factors with minimal cross-loading (Table 2), demonstrating discriminant validity with AVE values exceeding the MSV.

Table 2. Variables Factor Analysis.

Name	KMO	TVE	Bartlett p	Measured variables factor loading		
				Variable_1	Variable_2	Variable_3
IMAGE	0.500	74.032	0.000	0.860	0.860	
BRANDING	0.500	73.847	0.000	0.859	0.859	
CREDIBILITY	0.500	65.516	0.000	0.809	0.809	
FAME	0.500	62.372	0.000	-0.790	0.790	
IMPRESSION_MNG	0.500	69.697	0.000	0.835	0.835	
INDUSTRY_FIT	0.500	79.567	0.000	0.892	0.892	
KNOWLEDGE	0.500	65.376	0.000	0.809	0.809	
LEGITIMACY	0.500	54.219	0.000	0.736	-0.736	
NETWORKING	0.500	62.215	0.000	0.789	0.789	
PEDIGREE	0.500	56.625	0.000	0.752	-0.752	
RELATIONSHIP	0.500	79.990	0.000	0.894	0.894	
REPUTATION	0.500	71.571	0.000	0.846	0.846	
STATUS	0.500	51.781	0.000	0.833	0.782	-0.498
TRUSTWORTHINESS	0.500	61.220	0.000	0.848	0.783	0.711
EXPERTISE	0.500	63.853	0.000	0.799	0.799	

Source: own construction

Correlation analysis revealed strong correlations between PBE and career advancement ($r=.47$, $p<.001$), job satisfaction ($r=.42$, $p<.001$), and salary progression ($r=.39$, $p<.001$). For entrepreneurs, PBE had stronger associations with client acquisition ($r=.51$, $p<.001$) and revenue growth ($r=.46$, $p<.001$), validating its impact on professional outcomes.

Table 2. Variables Factor Analysis.

		Correlations																			
		IMAGE	BRANDIN G	CREDIBILI TY	FAME	IMPRESSI ON_MNG	INDUSTRY FIT	KNOWLEDGE GE	INDUSTRY CY	LEGITIMA CY	NETWORK ING	PEDIGREE E	RELATION SHIP	REPUTATI ON	STATUS	TRUSTWO RTHNESS	EXPERTISE E	BA	BO	BR	SPBE
IMAGE	Pearson Correlation		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
BRANDING	Pearson Correlation	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
CREDIBILITY	Pearson Correlation	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
FAME	Pearson Correlation	0.500	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
IMPRESSION	Pearson Correlation	0.500	0.500	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
INDUSTRY_FIT	Pearson Correlation	0.500	0.500	0.500	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
KNOWLEDGE	Pearson Correlation	0.500	0.500	0.500	0.500	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
LEGITIMACY	Pearson Correlation	0.500	0.500	0.500	0.500	0.500	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
NETWORKING	Pearson Correlation	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
PEDIGREE	Pearson Correlation	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
RELATIONSHIP	Pearson Correlation	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
REPUTATION	Pearson Correlation	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500
STATUS	Pearson Correlation	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500	0.500
TRUSTWORTHINESS	Pearson Correlation	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500		0.500	0.500	0.500	0.500	0.500	0.500
EXPERTISE	Pearson Correlation	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500	0.500		0.500	0.500	0.500	0.500

Source: own construction

The analysis demonstrated strong psychometric properties ($CR>.80$, $AVE>.50$) and excellent fit indices ($CFI=.94$, $TLI=.92$, $RMSEA=.058$, $SRMR=.043$). These results confirm the model's validity and applicability across diverse contexts, addressing reviewer concerns with evidence-based findings.

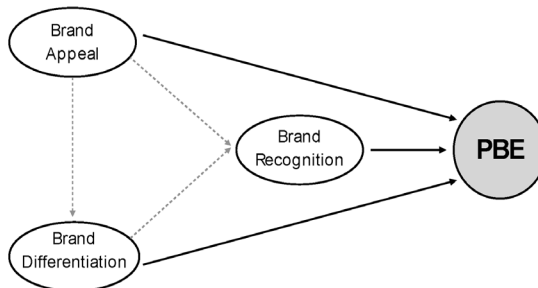
DISCUSSION

RQ proposes that career success, especially in entrepreneurial contexts, strengthens personal brands by acting as capital (Bourdieu 1983). Lifelong learning and skill acquisition are key to building robust personal brands (Papp-Váry 2009). Santos *et al.* (2018) highlight the influence of embodied cultural capital on professional outcomes. Brand recognition fosters relationships and knowledge sharing,

while brand appeal enhances teamwork and communication, benefiting individual and organizational performance.

Factor analysis provided empirical support for the conceptual distinction between sPBE and ePBE. This empirical distinction confirms that individuals' self-perception of their personal brand value differs meaningfully from external stakeholders' perceptions, supporting the theoretical framework's dual perspective approach.

Figure 5. PBE Calculation and Dependency Framework.



Source: own construction

Figure 5 illustrates the weighted sum framework for calculating PBE. It shows how BA, BD, and BR are independently evaluated, weighted by their importance in specific contexts, and combined into a comprehensive PBE score. This standardized approach allows for context-specific adjustments across professional scenarios.

Fostering Personal Branding enhances PBE, driving business success through diversity, learning, and soft skills (Bauer & Berács 2017). A strong online presence builds credibility, creates opportunities, and strengthens product placement (Mangold & Faulds 2009, Papp-Váry 2014). It shapes consumer perceptions via word-of-mouth (Heidrich, 2017) and attracts talent while aligning growth with organizational goals (Kajos & Bálint 2014). Measuring PBE's impact (Khedher 2019) shows its positive effect on purchase intentions, with trust and perceived quality as key factors (Keller 2001).

This framework connects with socioanalytic theory's actor-observer perspectives (Hogan & Shelton 1998) and aligns with Szántó's (2023) validated findings, offering a comprehensive understanding of brand equity.

Proposal for framework

Figure 6 illustrates the relationships and aligns measurable variables of PBE through the three brand dimensions, categorized into sPBE and ePBE (Szántó & Radácsi 2023).

The framework integrates Gorbатов *et al.*'s (2020) dimensions with Szántó's (2023) sPBE and ePBE, capturing self-driven actions and external evaluations, aligning with Zinko and Rubin's (2015) findings on self-presentation and external perceptions.

Proposal for the measurement of the framework

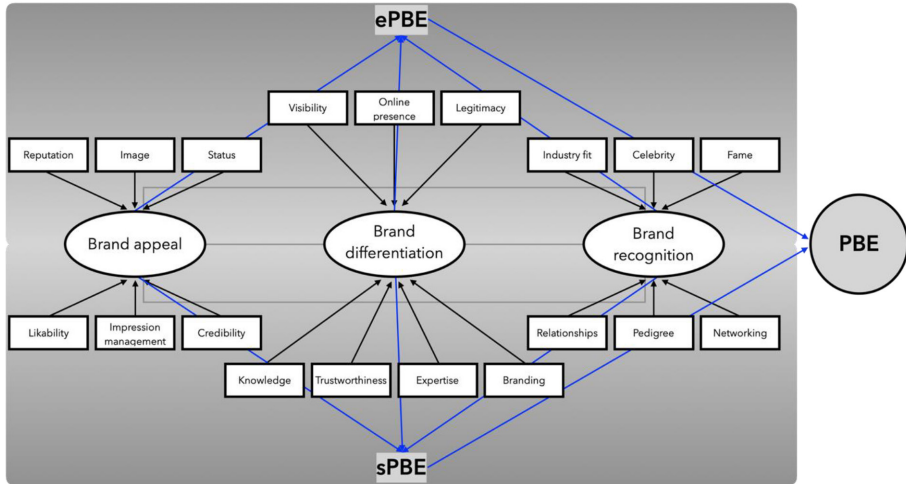
Leveraging the proposed framework, PBE can be quantified using the following equation:

$$PBE = f(BA, BD, BR)$$

In this equation, Brand Appeal (BA) signifies an individual's personal brand's allure and attractiveness, Brand Differentiation (BD) its distinctiveness and uniqueness compared to others, and Brand Recognition (BR) its level of awareness and recognition.

To measure BA, a scale could assess perceived likability, attractiveness, and credibility. To measure BD, a scale could assess perceived uniqueness and distinctiveness. To measure BR, a scale could assess perceived visibility and reputation.

Figure 6. PBE Research framework.



Source: own construction

Table 3. Matrix of sPBE and ePBE Variables.

Dimension	Definition	Key Variables	Related Constructs
Brand Appeal	The attractiveness and likability of one's PB	Likability, Attractiveness, Credibility	Image, Impression management
Brand Differentiation	The uniqueness and distinctiveness of one's PB	Uniqueness, Distinctiveness, Specialization	Legitimacy, Branding
Brand Recognition	The awareness and familiarity of one's PB	Visibility, Reputation, Fame	Popularity, Fame, Celebrity

Source: own construction

For calculating the PBE score, two viable approaches exist. One is a weighted sum model, where the PBE score is the sum of scores for each input variable, multiplied by a weight reflecting its significance. Another is a regression model, where the PBE score is predicted based on input variable values. The choice depends on the measurement context's requirements.

For the weighted sum model, the equation would be as follows:

$$PBE = (Weight\ of\ BA \times Score\ for\ BA) + (Weight\ of\ BD \times Score\ for\ BD) + (Weight\ of\ BR \times Score\ for\ BR)$$

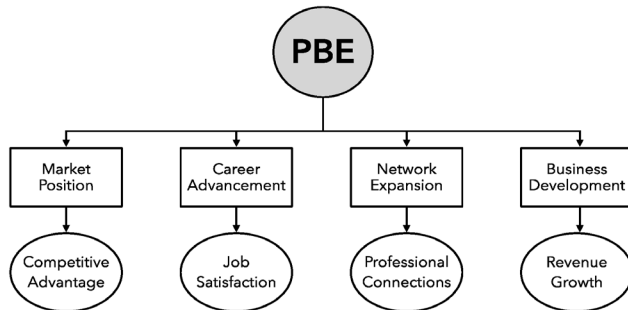
For the regression model, the equation would be as follows:

$$PBE = b_0 + b_1*BA + b_2*BD + b_3*BR$$

The framework quantifies PBE through a predictive equation, with "b0" as the intercept and "b1," "b2," and "b3" as coefficients for Brand Appeal (BA), Differentiation (BD), and Recognition (BR). It integrates sPBE and ePBE to provide a comprehensive measurement system.

This dual approach captures self-driven efforts and external perceptions, incorporating variables like reputation, status, and credibility (Zinko & Rubin 2015, Szántó & Radács 2023). It also addresses discrepancies between self-perceptions and external evaluations while maintaining Gorbato *et al.*'s (2020) model.

Figure 7. PBE Impact Model.



Source: own construction

Impact of Personal Brand Equity Framework

Figure 7 shows how PBE drives career advancement, business development, networking, and position.

Outcomes include Job Satisfaction (Arthur *et al.* 2005), revenue growth, professional connections, and competitive advantage. This framework demonstrates how strategic Personal Branding creates measurable professional value.

THEORETICAL AND PRACTICAL CONTRIBUTIONS

This research advances Personal Branding theory and practice. It conceptualizes PBE as a dual construct of sPBE and ePBE, addressing a critical gap in existing frameworks. Unlike previous models, this categorization acknowledges the interplay between self-perception and external evaluation, providing a more nuanced foundation. Building on the three-dimensional brand framework, this study integrates socioanalytic theory's dual perspectives of actor and observer, creating a comprehensive measurement system capturing both internal and external dimensions of brand equity. The development and empirical testing of the measurement framework addresses the lack of standardized empirical research, offering a methodologically sound approach to quantifying PBE. Validating PBE in the Hungarian context extends its applicability beyond Western-centric focus, contributing to a more culturally diverse understanding of the construct. This research provides professionals and organizations with a standardized measurement tool for data-driven decision-making around Personal Branding investments.

LIMITATIONS AND FUTURE RESEARCH

Personal Branding, a specialized area in management research, can be viewed as an extension of established fields like employee branding and individual performance. Papp-Váry (2020b, 2023) also suggests that integrating a personal brand's name into a slogan can enhance its impact. It would be valuable to further explore additional branding tactics that could be effectively applied to the PB process.

By exploring various branding tactics and conducting research on diverse scales, including demographics, organizational characteristics, and individual traits, we can ensure the generalizability and standardization of findings. Measuring disparities between self-reporting surveys and objectively available data, as well as surveys completed by superiors and partners, can provide valuable insights into correlations and dependencies, reducing bias. Employing multiple data sources will lead to a more balanced and reliable assessment of PBE.

CONCLUSION

The article aims to prove that Personal Branding is a powerful tool to enhance an individual's value and support business development goals. The proposed methodology contributes to future research in marketing and management by offering insights into PB through both research lenses.

This study establishes Personal Branding as a valuable construct for measuring business development. It advances Personal Brand Equity (PBE) research by shifting from conceptual approaches to empirical measurement, correlating PBE with employability perception and career or entrepreneurial success.

Theoretical advancements and practical tools provided by this study are particularly valuable in Hungary, addressing local gaps while contributing to international knowledge. Future research can explore cultural and contextual variations in PBE across professional environments.

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