

---

## Assessing Personal Branding among Staff Nurses

Enas Gamal Mohamed<sup>1</sup>, Assist. Prof. Dr. Samah Mohamed Elsayed<sup>2</sup>, Dr. Safaa Abdelaziz Rashed<sup>3</sup>

<sup>1</sup>B.Sc. Nursing Science, Faculty of Nursing, Sohag University

<sup>2</sup>Assist Professor of Nursing Administration, Faculty of Nursing, Ain Shams University

<sup>3</sup>Lecturer of Nursing Administration, Faculty of Nursing, Sohag University

**Corresponding author email Email:** [enasgallah4@gmail.com](mailto:enasgallah4@gmail.com)

**Phone number:** 002-01007594798

### Abstract

**Background:** Personal branding is a systematic approach wherein individuals endeavor to promote themselves. A personal brand allows an individual to become unique and also positively affect one's personal and professional life. **Aim of the study:** The current study aimed to assessing personal branding among staff nurses. **Design:** A descriptive design was used. **Setting:** The study was conducted at Ain-shams hospital. **Subjects:** The study subjects include (186) out of (350) staff nurses. **Tools:** one tool was used namely personal branding questionnaire. **Results:** More than half of the studied staff nurses (53.2%) had low level of personal branding. **Conclusion:** More than half of the studied staff nurses had low level regarding their total personal branding. **Recommendations:** Implement ongoing and systematic in-service instructional initiatives on personal branding and marketing for nursing personnel and holding frequent meetings or seminars for knowledge sharing. Further research is recommended as studying the influence of personal branding on organizational citizenship behavior.

**Keywords:** Personal Branding, Staff Nurses

### Introduction

Personal branding is the process by which individuals market themselves and their careers as brands. While earlier self-improvement management strategies concentrated on self-change, the personal-branding notion contends that achievement results from self-bundling. It is thought that the word was originally used by Tom Peters in a 1997 publication. The continuous process of establishing a positive perception or image in the minds of those who are close to a person, group, or association is essentially known as personal branding. (Marin & Nilä, 2021). Personal branding and the approach taken to develop it as a contemporary marketing idea, the concept cannot be precisely dated because of the trans-disciplinary overlaps. The problem lies in incomplete ideas in the areas of work psychology, self-presentation, and comprehending emerging marketing trends. Initially, the celebrity image and upper management were the main components of the personal brand. (Venciute et al., 2024).

Given the growing competition, personal brand has begun to be applied to lower work positions, and it has also become more relevant for students and graduates of universities as well as young people at the beginning of their working career. (Richards, 2023).

In the realm of marketing at the start of the twenty-first century, the term "brand" is notable and is simply understood as a desired outcome of spending

money on marketing initiatives to establish product recognition for target markets. Although the brand is the starting point for the creation of brand development as an area of study, market globalization causes meaning to expand to include the personality, which in turn leads to personal branding. (Paano, 2023).

Since the publication of Peters' well-known book, *The Brand Called You*, in 1997, the idea of personal branding has gained popularity. defined personal branding as a marketing strategy meant to enable self-promotion and help a person succeed in their career. (Dewan, 2023).

"A deliberate process of establishing, presenting, and preserving a favorable self-image based on a special blend of personal traits that communicate a certain promise to the intended audience through a distinctive story and images" is what personal branding is defined as. The foundation of personal branding is self-presentation theory, which examines how an individual presents themselves to others. Building one's personal brand involves understanding and possessing values. (Gershon, 2024).

A person's strengths, values, and personality all contribute to the creation of their personal brand, even when they go on to look for work. Personal branding is also the process of utilising one's abilities and skills to create value for another person. A person's reputation and individuality make up

their personal branding. (Pandita, 2022).

The idea of a personal brand is intimately tied to things like communication, work quality, how to act in particular circumstances, and so forth. It is a person's image that makes them famous. Therefore, the culmination of an individual's experiences and endeavours that aid in defining their own personal brand is known as personal branding. (Meisner & Ledbetter, 2022).

A person's idea of "you," or personal image, is typically the basis for developing a personal brand. Although personal branding is a relatively recent phrase with a still fragmented discussion and methods is known as personal branding. Enhancing personal branding will eventually improve one's perception of one's work. (Confente & Kucharska, 2021).

### Significance of the Study

During the practical training period at Ain Shams University Hospitals, I noticed some of staff nurses unable of creating a favorable perception or image in the minds of people and how to create, position, and maintain a positive impression of oneself which will directly affect one's personal and professional life. Developing a personal brand can be a paved path to success; nevertheless, the author asserts that personal branding needs to be updated to reflect evolving industry trends. (Feronica & Fachrunnisa, 2022).

### Aim of the study

This study aims to assessing personal branding among staff nurses.

### Research question

What is the level of personal branding among staff nurses?

### Subjects and Methods

#### Research design

In this study a descriptive design was used.

#### The study setting

Ain Shams University Hospital, which is affiliated to Ain Shams University hospitals, served as the study's setting. It provides general and medical services, and it consists of six floors which includes (immunology and allergic diseases unit, tropical medicine unit, endocrinology unit, chest diseases and intensive care units). The study was conducted in all units of the hospital with bed capacity rate is (618 beds).

#### Subjects of the study

The Subjects of the present study was included 186 out of 350 staff nurses were chosen by the technique which is simple random sampling technique.

#### Inclusion criteria

Staff nurses that meet the inclusion requirements of being a full-time staff nurse with at least one year of experience are eligible to be chosen for the study sample.

#### Sample size

The sample was chosen by simple random sample technique, it was (186) out of (350) staff nurses calculated by the following equation which developed by Thompson, (2012).

$$n = \frac{Np(1-p)}{(N-1)(d^2/z^2) + p(1-p)}$$

n = sample size

N = number of population

Z = confidence level 95%

d= margin of error (0.05)

p = probability 0.5

#### Tools of data collection

One tool was used to gather data for this study namely; personal branding questionnaire.

#### The tool: Personal Branding Questionnaire:

It consisted of two parts.

**Part I:** This part was intended to collect staff nurses' personal data including: age, gender, marital status, nursing qualifications, years of nursing experience and have you attended training courses, workshops or seminars on marketing.

**Part II:** This part was used to assess personal branding levels among staff nurses, this tool developed by *Abya, et al., (2019)* and was modified by the researcher. This questionnaire consists of 24 items, divided into five main domains: personal traits (5 items), communication skill (6 items), knowledge degree (4 items), organizational commitment (4 items), strategic innovative thinking (5 items).

**Scoring system:** The Responses of the participants were measured on a 3-points Likert Scale and polarized in (1= disagree, 2= neutral, 3=agree). To determine the mean score for this section, the item scores for each domain were added up and the total was divided by the number of items. They were then transformed into a percentage score.

- Low level of personal branding: <60%.
- Moderate level of personal branding: 60% - 75%.

- High level of personal branding: >75%.  
*Abya, et al., (2019)*

### The operational design

This study's operational design had three stages, specifically: the preparatory phase, the pilot study and the field work.

### The preparatory phase

During this phase, which began in May 2024 and ended in early June 2024, the researcher studied relevant national and international literature. Textbooks and scientific publications were utilized to familiarize the researcher with the subject of the study.

### The validity

The tool was face and content validated by asking five nursing administration professors from Ain Shams University's nursing faculty to serve as a jury group. They evaluated the tool's clarity, comprehensiveness, accuracy, relevance, and ability to elicit the kind of information that was sought. Opinions led to changes and rewordings in the tool. This stage lasted almost a month.

### Reliability

Tool of data collection was investigated by evaluating the internal consistency by cronbach alpha. It represented in the following table:

Tool of data Collection	Items No.	Cronbach's Alpha
Personal branding questionnaire	24	0.864

### The pilot study

Thirty-five staff nurses of the total study participants participated in the pilot study. The pilot study's objectives were to test the viability and appropriateness of the chosen tools, as well as to look at the tool's application and linguistic clarity. Along with estimating the time required for each study participant to finish the questionnaires, it also helped to identify any potential roadblocks or issues that might arise during data collection. It took about fifteen minutes to complete the questionnaire. In June 2024, the pilot research was carried out. The primary study sample did not include the research participants who took part in the pilot.

### The field work

The study's fieldwork lasted one month, beginning in July 2024 and ending at the

beginning of August 2024. To find the best time to get data from the personnel in each unit, the researcher visited with the chief nurse of each unit. At various points in time, the researcher presented the questionnaire papers to staff nurses in their work environments after introducing herself and outlining the purpose and components of the survey. Throughout the data collecting time, the researcher was on hand to answer any questions, provide clarification on any ambiguities, and explain how to fill out the questionnaire. Two days a week, during the morning and afternoon shifts, data was gathered. Every week, the researcher gathered between forty-four and forty-eight surveys. The completed forms were returned to the researcher, who reviewed each one to make sure it was complete.

### The ethical consideration

The scientific research ethical committee connected to Ain Shams University's Faculty of Nursing granted ethical permission before to the study's execution. The participants were made aware of their freedom to leave at any moment and for any reason, and the information gathered was kept private and used exclusively for scientific purposes. Every participant in the study provided written informed permission.

### The administrative design

The required authorizations were acquired in order to conduct the study. To get authorization from the hospital authorities to conduct the study, the dean of Ain Shams University's faculty of nursing wrote an official letter. The researcher visited with the medical and nursing directors of the hospital to explain the purpose of the study, obtain their consent to gather data, and solicit their support.

### The statistical design

The Statistical Package for Social Science (SPSS) software, version 27, was used to code, organize, computerize, tabulate, and analyze the data that had been gathered. Descriptive statistics, such as the arithmetic mean (X) for categorical data and the standard deviation (SD) for quantitative data, were used to present the data. The Chi Square test (X<sup>2</sup>) was used to compare the qualitative variables, and the person correlation coefficient (r) was utilized to analyze correlations. A P-value of less than 0.05 was deemed statistically significant.

### Results

**Table (1):** Shows that, the bulk of the staff nurses in the study (83.9% & 84.9%) were married and female, whereas less than three quarters (71%) were between the ages of 30 and 40. Furthermore, the majority of them (88.7%) didn't attend training courses, workshops or seminars on marketing, whereas over three quarters (79%) had a nursing diploma and over half (55.4%) had five to ten years of nursing experience.

**Table (2):** Reveals that the majority of the staff nurses in the study—55.9%—had poor levels of strategic innovative thinking. However, over one-third of them (39.9%) possessed intermediate levels of personality traits and the degree of

Knowledge, respectively. Furthermore, 39.2% of the staff nurses in the study had high levels of personality traits.

**Figure (1):** Demonstrates that, of the staff nurses in the study, over half (53.2%) had low personal branding, over one-quarter (28.5%) had moderate personal branding, and a small percentage (18.3%) had high level of personal branding.

**Table (3):** indicates that there is no statistical significant relation between the studied staff nurses' personal branding level and their personal data at ( $P>0.05$ ).

## Results

**Table (1): Distribution of the studied staff nurses regarding their personal data (n=186):**

Personal data	No	%
<b>Age</b>		
< 30 years	35	18.8
30 to 40 years	132	<b>71.0</b>
>40 years	19	10.2
<b>Gender</b>		
Male	30	16.1
Female	156	<b>83.9</b>
<b>Marital status</b>		
Married	158	<b>84.9</b>
unmarried	28	15.1
<b>Nursing Qualification</b>		
Nursing diploma	147	<b>79.0</b>
Technical institute diploma	34	18.3
Baccalaureate	5	2.7
Master degree	0	0.0
Doctorate degree	0	0.0
<b>Years of nursing experience</b>		
Less than 5 years	74	39.8
From 5 to 10 years	103	<b>55.4</b>
More than 10 to 20 years	9	4.8
More than 20 years	0	0.0
<b>Have you attended training courses, workshops or seminars on marketing?</b>		
Yes	21	11.3
No	165	<b>88.7</b>

Table (2): Distribution of personal branding level regarding personal branding domains among the studied staff nurses (n=186)

Domains	Low (<60%)		Moderate (60% -75%)		High (>75%)	
	No.	%	No.	%	No.	%
Personality traits	48	25.8	65	<b>34.9</b>	73	<b>39.2</b>
Communication skill	97	52.2	54	29.0	35	18.8
The degree of knowledge	83	44.6	65	<b>34.9</b>	38	20.4
Organizational commitment	72	38.7	44	23.7	70	37.6
Strategic innovative thinking	104	<b>55.9</b>	44	23.7	38	20.4

Figure (1): Distribution of the studied staff nurses total personal branding level (n=186).

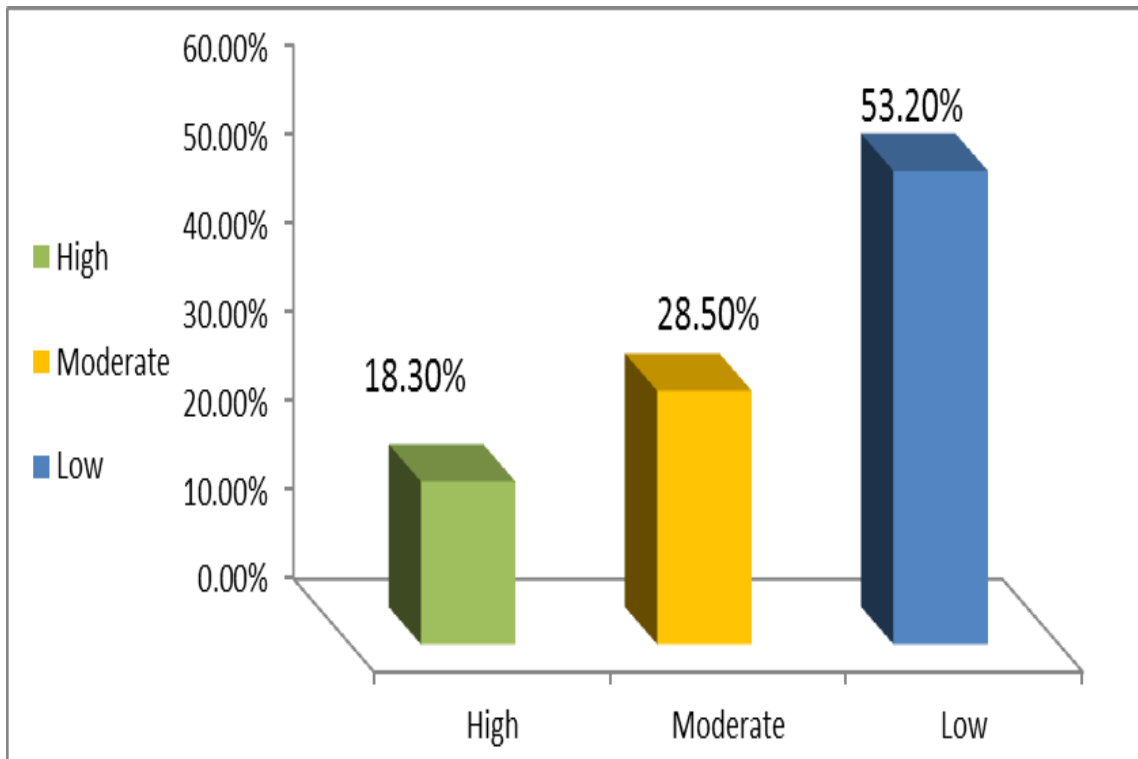


Table (3): relation between the studied staff nurses' personal branding and their personal data

Personal data	Personal Branding						Chi square test	
	Low		Moderate		High		$\chi^2$	P
	No.	%	No.	%	No.	%		
<b>Age:</b>							.03	.99
< 30 years	21	11.3	11	5.9	3	1.6		
From 30 to 40 years	72	38.7	32	17.2	28	15.1		
>40 years	6	3.2	10	5.4	3	1.6		
<b>Gender:</b>							0.156	0.925
Male	15	8.1	9	4.8	6	3.2		
Female	84	45.2	44	23.7	28	15.1		
<b>Marital status:</b>							3.267	0.195
Married	88	47.3	44	23.7	26	14.0		
Unmarried	11	5.9	9	4.8	8	4.3		
<b>Nursing Qualification:</b>							2.585	0.629
Nursing diploma	80	43.0	43	23.1	24	12.9		
Technical institute diploma	17	9.1	9	4.8	8	4.3		
Baccalaureate	2	1.1	1	0.5	2	1.		
<b>Years of nursing experience:</b>							1.755	0.781
Less than 5 years	40	21.5	20	10.8	14	7.5		
From 5 to 10 years	53	28.5	32	17.2	18	9.7		
More than 10 to 20 years	6	3.2	1	0.5	2	1.1		
<b>Have you attended training courses, workshops or seminars on marketing?</b>							2.398	0.301
Yes	9	4.8	9	4.8	3	1.6		
No	90	48.4	44	23.7	31	16.7		

## Discussion

In a way that sets nurses apart from other medical professionals, the nursing profession makes a substantial contribution to the healthcare sector. Developing a personal brand has grown in personal and also in professional life in order to succeed in the cutthroat workplace. *Gorbatov et al., (2021)*.

Concerning the description of the studied staff nurses' age, the present study findings revealed that less than three-quarters of the studied staff nurses had aged from 30 to 40 years. According to the researcher view point, these findings are the consequence of the large and historic hospital where the study was conducted, which means that the majority of the nurses are elderly.

This study finding was in the same line with a study which was conducted at Northern Kentucky University by *Godsey et al., (2020)* who studied "Registered nurse perceptions of factors contributing to personal brand image of the nursing profession", and reported that age of participants was little over 50% of the nursing workforce between the ages of 31 and 40.

A similar finding was incongruent with a study conducted in Iran by *Potgieter & Doubell (2020)* who studied "The Influence of Employer branding and

Employees' personal branding on Corporate Branding and Corporate Reputation.", and presented that less than one quarter of the study sample age were between 26 and 40 years.

Concerning the description of the studied staff nurses' marital status and gender according to the results of the current study, most of them were married and females. From the point of view of the researcher, these findings have resulted from the nursing profession being limited for a period of time to females and because they were old too. a similar finding was supported by a study conducted in Poland by *Smolarek & Dzieńdziora, (2022)* who studied "Impact of Personal Branding on the Development of Professional Careers of Managers", and showed that over 50% of the individuals in the study was female and married, and also in a study which was conducted at Northern Kentucky University by *Godsey et al., (2020)* revealed that largest number of study samples were female and married.

A similar finding was different with a study which was conducted in Spain by *Scheidt et al., (2020)* who studied "Old Practice, but Young Research Field: A Systematic Bibliographic Review of Personal Branding" which revealed that fewer than one-third of the research sample were female and married.



In the light of the description of the studied staff nurses' qualifications, the present study showed that more than three-quarters of them had a nursing diploma. According to the point of view of the researcher, these results came about as a result of the majority of nurses are elderly and therefore were in a nursing institute and they have no enthusiasm for continuing and developing themselves.

This study finding was agreed with in a study conducted at Northern Kentucky University by *Godsey et al., (2020)* reported that a slightly less than half have diploma degree, also in a study conducted in Poland by *Smolarek & Dzieńdziora, (2022)* reported that Over 50% of the research sample have Master's degree.

Regarding the distribution of the studied staff nurses nursing years of experience, the present study showed that more than half of them had 5 to 10 years of nursing experience. From the point of view of the researcher, that is a result of most nurses have been in the hospital for a long time.

This finding was congruent with a study conducted in Poland by *Smolarek & Dzieńdziora, (2022)* reported that over 50% of the research sample had from 5 to 10 years of experience.

Concerning the distribution of personal branding level regarding personal branding domains among the studied staff nurses, revealed that over 50% of the research sample had low level of strategic innovative thinking. From the point of view of the researcher, this might be most nurses are resistant to change and would rather continue working in the same manner.

A similar finding was parallel with a study conducted in India by *Goyal & Kaur, (2023)* who studied "Identifying the impact of employer branding in the retention of nurses: the mediating role of organizational culture and career development" which presented that Over two-thirds of the nurses in the study had low level regarding strategic innovative thinking.

Contradict with a study finding, a study conducted in Sweden by *Ek Styvén et al., (2022)* who studied "Employee perceptions of employers' creativity and innovation: Implications for employer attractiveness and branding in tourism and hospitality" and revealed that over 50% of the participants in the study had high level regarding strategic innovative thinking.

Regarding the distribution of the studied staff nurses' total personal branding level, the present study revealed over 50% of the participants in the study had a low level regarding personal branding. From researcher point of view, this finding might be the consequence of nurses' lack of interest in self-improvement or their inability to attend self-marketing training classes, or it may be that they are too busy to attend personal branding courses.

A similar finding was accepted with a study conducted in India by *Goyal & Kaur, (2023)* presented that the studied nurses had low level regarding personal branding. In contrary study finding, a study conducted in Pakistan by *Ahmed et al., (2022)* who studied "Establishing Employer Branding through Employee Value Proposition for Nurses: Evidence from Private and Public Hospitals of Pakistan" which presented that over 50% of the participants in the study had a high level regarding personal branding.

### Conclusion

It was determined that over 50% of the staff nurses in the study had low levels of overall personal branding.

### Recommendations

The following suggestions were made in light of the study's findings:

- Hold regular workshops and other ongoing teaching initiatives regarding personal branding.
- By holding frequent meetings or seminars for knowledge sharing, you can enhance formal procedures and communication possibilities for the exchange of information, opinions, concerns, or ideas.

### For further studies:

- Study the influence of personal branding on organizational citizenship behavior.

### References

1. **Abya, Somia. & Manasriya, R. (2019).** The impact of organizational factors on the effectiveness of personal marketing for physicians A case study of a sample of doctors in public hospitals in the city of Touggourt [Master's thesis, Kasdi Merbah University - Ouergla]. Available at <https://dspace.univouargla.dz/jspui/handle/123456789/21252>
2. **Ahmed, S., Usman Mumtaz, M., Nawaz Lodhi Associate Professor, R., & Idresss, A. (2022).** Establishing employer branding through employee value proposition for nurses: Evidence from private and public hospitals of Pakistan. *KASBIT Business Journal*, 15(2), 158–171.
3. **Confente, I., & Kucharska, W. (2021).** Company versus consumer performance: Does brand community identification foster brand loyalty and the consumer's personal brand? *Journal of Brand Management*, 28(1), 8-31.
4. **Dewan, S. (2023).** The role of personal image in personal branding. *Cuadernos del Centro de Estudios en Diseño y Comunicación. Ensayos*, (118), 28-38.

5. **Ek Styvén, M., Näppä, A., Mariani, M., & Natarraajan, R. (2022).** Employee perceptions of employers' creativity and innovation: Implications for employer attractiveness and branding in tourism and hospitality. *Journal of Business Research*, 141(September,2021),290–298.
6. **Feronica, S., & Fachrunnisa, O. (2022).** The Role of Islamic Human Value and Personal Branding for Success Career in Millennial Muslim Generation. *E-Academia Journal*, 11(2). Retrieved at doi:10.24191/e-aj.v11i2.20438
7. **Gershon, I. (2024).** Down and out in the new economy: How people find (or don't find) work today. University of Chicago Press.
8. **Godsey, J. A., Houghton, D. M., & Hayes, T. (2020).** Registered nurse perceptions of factors contributing to personal brand image of the nursing profession. *Nursing Outlook*, 68(6), 808–821. <https://doi.org/10.1016/j.outlook.2020.06.005>
9. **Gorbatov, S., Khapova, S. N., Oostrom, J. K., & Lysova, E. I. (2021).** Personal brand equity: Scale development and validation. *Personnel Psychology*, 74(3), 505–542. <https://doi.org/10.1111/peps.12412>
10. **Goyal, R., & Kaur, G. (2023).** Identifying the impact of employer branding in the retention of nurses: the mediating role of organizational culture and career development. *Humanities and Social Sciences Communications*, 10(1), 1–10. <https://doi.org/10.1057/s41599-023-01794-9>
11. **Marin, G., & Nilă, C. (2021).** Branding in social media. Using LinkedIn in personal brand communication: A study on communications/marketing and recruitment/human resources specialists perception. *Social Sciences & Humanities Open*, 4(1), 100174.
12. **Meisner, C., & Ledbetter, A. (2022).** Participatory branding on social media: The affordances of live streaming for creative labor. *New Media & Society*, 24(5), 1179-1195.
13. **Paano, J. (2023).** Commercialization of a personal brand: exploring professional growth and brand development.
14. **Pandita, D. (2022).** Innovation in talent management practices: creating an innovative employer branding strategy to attract generation Z. *International Journal of Innovation Science*, 14(3/4), 556-569.
15. **Potgieter, A., & Doubell, M. (2020).** The Influence of Employer branding and Employees' personal branding on Corporate Branding and Corporate Reputation. *African Journal of Business & Economic Research*, 15(2).
16. **Richards, J. (2023).** Personal Branding, Reality Television, and Social Media: How Former Big Brother Contestants Create, Maintain, and Alter Their Public Image.
17. **Scheidt, S., Gelhard, C., & Henseler, J. (2020).** Old Practice, but Young Research Field: A Systematic Bibliographic Review of Personal Branding. *Frontiers in Psychology*, 11(August). <https://doi.org/10.3389/fpsyg.2020.01809>
18. **Smolarek, M., & Dzieńdziora, J. (2022).** Impact of personal branding on the development of professional careers of managers.
19. **Thompson, S.K. (2012):** Sampling. Third Edition. Hoboken, NJ: John Wiley & Sons, Inc.
20. **Venciute, D., April Yue, C., & Thelen, P. (2024).** Leaders' personal branding and communication on professional social media platforms: motivations, processes, and outcomes. *Journal of Brand Management*, 31(1), 38-57.