

Is Your Brand Enough? An empirical investigation on how personal brand equity influences recruitment outcomes

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Cite as:

Pahos Nikolaos, Polyportis Athanasios, Kyriakopoulos Nikolaos, Van der Heijden Beatrice (2024), Is Your Brand Enough? An empirical investigation on how personal brand equity influences recruitment outcomes. *Proceedings of the European Marketing Academy*, 53rd, (119506)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



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Abstract

Although previous literature has identified personal branding as an important concept in marketing, little is understood about the effects of Personal Brand Equity (PBE), specifically during the personnel selection process. To fill this research gap, we performed one experimental study and one field study in the domains of sales and engineering to examine the effect of candidates' PBE on hiring outcomes through recruiters' perceptions. This research draws upon signaling theory and views PBE as a signal that job candidates use to increase their chances of employment. We unveil that candidates' PBE positively predicts hiring recommendation, and that their credibility mediates this relationship. Moreover, job qualification negatively moderates the relationship between candidates' PBE and hiring recommendation, interacting with candidates' PBE in predicting their credibility. This research provides significant implications for job candidates and practitioners when dealing with personnel selection.

Subject Areas: *Branding, Organization Behavior*

Track: Product and Brand Management