

## **The concept of personal brand in the light of selected theories of narrative identity**

### Summary

Nowadays the concept of personal branding is a natural part of business practice and an interesting field of research into the effectiveness of the instrumentation accompanying the concept, as well as the possibility of applying it to further areas of human activity. The concept itself is a natural development of marketing theories and practices, which continually draw on the achievements of psychology and sociology. However, the concept of personal branding is, first of all, a certain way of thinking about a human being, about his role in the world, his duties, his possibilities, his history and identity, although such a view is in vain to be found in the literature on the subject.

The introduction of the dissertation outlines the questions that the considerations that follow in subsequent chapters are intended to answer. The starting point becomes the presentation of the personal brand together with its basic manifestation and tool - self-narration, in the light of the theories of narrative identity, which throughout various disciplines redefine the way of thinking about human identity. In addition to theoretical analyses, the work includes examples of self-narration by people who are identified with strong brands in Poland. Excerpts from interviews illustrate the discussed elements of the personal branding process.

The first chapter is devoted to selected concepts of narrative identity. The interdisciplinary nature of the considerations leads through different layers of understanding what narrative identity is and how it is formed. Thus, the approaches of Charles Taylor, Alasdair MacIntyre and Paul Ricoeur are recalled. These outline the framework within which the concept of personal brand ultimately rests. Discussions of how Anthony Giddens, Dan P. McAdams and Jerzy Trzebinski understand narrative identity complete the picture. The chapter concludes with a reference to the aforementioned primary tool for personal branding and narrative identity - self-narration, which is analyzed both as an effect and a tool of self-creation.

Chapter two presents the history and essence of the concept of branding and then personal branding, because in order to understand what the concept of personal branding brings

to personal history building, it is necessary to understand its origins and goals. These, in turn, are inextricably linked to the commercialization of the fruits of one's own labor.

The third chapter focuses on selected elements of personal branding practice in relation to the specific issues of the theories cited earlier. This part of the work presents personal branding as a specific type of self-creation, the tool of which is self-narration. Here, the real challenges that those who take steps to build a personal brand come against on a daily basis are most strongly outlined. Here, too, one can see what risks are taken by those who do it unreflectively.

The considerations culminate in the conceptual process of personal branding presented in chapter four, which includes proposed answers to the challenges and questions discussed earlier. A model that perhaps offers a chance to make the concept of personal branding safer in terms of existential and psychological well-being, since the possibility of abandoning it completely in business practice seems unrealistic today.

The paper ends with conclusions regarding the realization of the goals set for the work in its introduction.

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