

THE NESESITY OF CHANGE IN THE- PERSEPTION OF PERSONAL BRANDING IN SOCIAL MEDIA

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Abstract

This report's aim is to distinguish the conscious and unconscious branding, and how much exactly, a person applies his understanding for distinguishing between work and social life, on to his profile in the social networks. The highlights are the understanding of personal branding as a profession and why it is in such close relation with the social networks.

Also, in this report, the author aims to emphasize on the reasons why, the thick boundary between the two halves of people's personality and life, has to be erased. The two halves of the working person, and the one of the free, after work, social life, while this boundary is erased only in the understanding of the social networks, and not harm the work life balance, that we have as individuals.

Key Words: Working Person; Social Network; Personal Branding; Social Profile

JEL: M39; D91; L31

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