

Thesis *Development of personal brand of doctors in online, via social networks* addressing topical issues in the online brand promotion in the context of personal marketing, having as main objectives: to determine the current state of theoretical knowledge in the context of the concept of personal brand labor market effect of globalization on marketing human resources; highlighting aspects that characterize personal brand, but also lead to differentiation of; observing the role of innovation and creativity in the creation, implementation, development and brand console; conduct research on the reputation of the physician patient relationship (personal brand); research medical behavior relative to the use of the online environment, especially the social networks to promote your personal brand; identifying features personal brand created through social networks; emphasizing the role of the instruments "offered" virtual space to develop a personal brand; identify the economic, social and cultural aspects of the concept of personal brand; highlighting the role that the establishment, implementation, development and strengthening a personal brand has in the professional development / personal individual.environment doctors online via social networks addressing topical issues in the online brand promotion in the context of personal marketing, having as main objectives: to determine the current state of theoretical knowledge in the context of the concept of personal brand labor market effect of globalization on marketing human resources; highlighting aspects that characterize personal brand, but also lead to differentiation of; observing the role of innovation and creativity in the creation, implementation, development and brand console; conduct research on the reputation of the physician patient relationship (personal brand); research medical behavior relative to the use of the online environment, especially the social networks to promote your personal brand; identifying features personal brand created through social networks; emphasizing the role of the instruments "offered" virtual space to develop a personal brand; identify the economic, social and cultural aspects of the concept of personal brand; highlighting the role that the establishment, implementation, development and strengthening a personal brand has in the professional development / personal individual.

To achieve the objectives, the work is divided into four chapters, as follows: In the first chapter, *Literature review*, aims stage evolution of the concept of personal brand from reviewing the literature on the origins of the concept of the brand's evolution has time, identify the types of brands, outlining the main features of the brands. Based on this information, the second part of the first chapter to the past to define the concept of personal brand development concept especially in contemporary society, specificity - chapter have been submitted materials brand identity, personal brand elements, its features and communication channels.

The second chapter, *Developing personal brand using social media* is built on an initial questionnaire applied to the survey in order to quantify the extent in which the correct identification of the specificity of each of the social networks LinkedIn, Twitter and Facebook. Also in the background was pursued: identifying personal perception of respondents about their own personal brand; identifying personal perception of respondents about personal brand of others; establish a correlation between the perception of personal brand and use social networks; establish a correlation between the perception of personal brand and type, frequency of postings that social accounts; identify perceptions about the help offered by social networks on the development of personal brand; establish a correlation between the degree of truth (honesty) of the postings and perception personal brand.

Based on the results identified the need to confer a degree of specificity research, which is why the third chapter, *Development of doctors personal brand via social networking*, from the perspective of patients is built on the basis of the second study to patients with reference to the perception of personal brand of their doctors. Applied quantitative research aimed at identifying the main guidelines of patient behavior related to personal brand of physicians in contact, but in the background to pursue and identify the degree of satisfaction with physician recommendations to identify features on a particular doctor research how patients to medical work, identifying the extent to which the online environment, especially social media, is a tool to inform patients about the work of doctors, identify courses of interest to patients on doctors' work in the online environment.

The fourth chapter, *The medical perspective on developed personal brand online through social networking* includes the results of the third study applied only to doctors in order to identify the behavioral traits of physicians regarding online personal brand development, especially through social networks and communication of brand as effectively and coherently patients / potential patients. Secondary endpoints refer to: identify online resources most often used in the doctor-patient communication, doctors identify possible strategies used to promote the brand, establishing the type of information influencing personal brand of medical.

*Conclusion:* This chapter includes an analysis of the results obtained by applying three quantitative research, and the results of a focus group confirmed the ideas resulting from application of the three questionnaires.

Regarding the studies conducted to date, a first observation is that this concept is neologistic appeared only recently compared to the first signs of developing general marketing, for which the literature provides few opportunities for comparison between materiele. This is a consequence of the fact that, depending on where and why developing a personal brand study, each researcher approached a certain segment of interest. As a common feature, remember that most

authors, be they authors of the articles marketing or personal development or authors of books addressing personal brand development as a concept tailored to each individual.

The evolution of technology in contemporary society allows brand owners to communicate the brand in a variety of ways and through a very wide range of channels, from traditional (business card, stationery templates, etc.), Custom materials (personal brochures) to the opportunities offered by online (social networks, blogs, websites, forums).

A major concern is manifested marketing specialists in promoting the brand in the online environment. This concern comes amid incomparably greater visibility online to the offline environment, but also due to lower costs, especially costs resulting from the need for reduced consumption of resources, both human and logistics.

Of those who believe they have personal brand, 40% daily posts on social networks, while among those who do not have a personal brand that most (over 80%) have no social accounts.

Most social networking users post personal information followed by the percentage of profession and career information, followed closely by information on education, and in these circumstances the majority of respondents of the opinion that developing a personal brand, even environment online via social networks or traditional offline environment is a useful activity, useful later career development.

As to a possible public of personal brand online, responses to the question of categorizing people / friends / partners on social networks shows that most of the respondents are exposed to the persons known to them (the percentage of 30%) or in front of friends (25% of them). The family, as colleagues, gather every one percentage less than 10%.

A very important study has in view refers to the degree of truth of the information posted. Basically, the question highlights the extent to which a developed personal brand online through social networks, is one truthful. About a quarter of respondents acknowledge that the information posted is false in whole or contain false information. On the other hand, who initially said themselves that they have a personal brand, most states that post on social networks truthful information.

The study reveals that the second chapter through social networks, most of the users (about 35%) are known personal information, 30% of them want to be known aspects of professional life through Facebook. Category of information with the least accumulated percentage is related to education (graduated from high school, college, courses, majors).

As for the posts on Facebook, the study shows that half of users post daily information about anything or anyone but himself, while only 8% of respondents posteză daily information about themselves. The most common situation encountered in our study was that the respondents post information about themselves weekly.

Studies of patients vis-à-vis the brand doctors revealed that although patients' perception towards the Romanian health system seems a negative studying literature and reports from state institutions, the questionnaire applied in cardiology ward of Hospital Emergency St. Maria and Pediatric Clinic Sanatatea 2000 reveals a positive attitude and implicit polling to the public health system. This brings to mind two issues as important: or institution (hospital cardiology department) is a maximum professionalism managers or reform in Romania beginning to bear fruit and be perceived as a reform that comes in help the patient.

Most of those seeking medical services at least monthly are people with high school, and of those seeking medical services every 2 -3 months most have university. We note that those with primary medical service calls only when needed, most often refers to emergencies.

Importance doctors brand is evidenced by the answers given by respondents faced with a choice between physician and hospital (prioritizing brand). A higher percentage of 55% of respondents would choose brand brand medical in a hospital or clinical detriment, if not the case of an emergency.

Most of those who would choose the doctor if there is an emergency attach great importance to a particular doctor's recommendations, which would be translated by the high priority medical brand.

More than 60% of those who commented on the online physician not seek comments posted by other patients. In other words, brand the physician and patient perception of medical brand would depend exclusively on the relationship with each of the patients.

In all major online sources of information about physicians are social networks (Facebook, LinkedIn, and Twitter) and forums. If that concern social networks doctor has total control over the activity on discussion forums is known that they are available to patients. Study highlights the fact that these two sources as the main use may lead to the conclusion that a personal brand of a physician built these two pillars (networks and forums) is one truthful.

Social network Facebook is the main source of obtaining information about doctor who says that watching doctors work in the online environment. The information from this source physicians total control, which means in fact that personal brand of doctors would choose social media as a medium to promote his would be one promoted effectively and with fewer material resources.

Since the majority of patients 60% of respondents say that if it were not an emergency medical would choose brand brand detrimental to the health facility when it comes to their doctor to go to another hospital institution, only 35 % of patients are assured that it would.

Patients put particular emphasis on the recommendations regarding a physician or other are those who mostly (about 20%) would choose the doctor if they faced a choice between brand brand doctor or medical unit, they do not take into account a medical emergency type.

Only 22% of respondents patients seeking information about the doctor to go before the medical visit. In this context, social networks play an important role in promoting the brand by facility medical staff and friends of friends are my friends.

When asked about the benefits of developing a personal brand vis-à-vis medical patients environment online via social media, marketing and medical professionals concluded: extraordinary costs less compared to other means of communication; can be accessed Facebook account from any phone and is great for doctor theoretical posts: not to be in an office can do a coffee break, and can post a written text, a picture, a movie - in an era in which a picture is worth 1000 words.

However, a majority share of 70.83% of physician respondents not currently using online as a primary means of communication with customers. This may be due to the following: patients are elderly people who are not familiar with this channel of communication; lack of time (for both doctors and patients); age of the doctors and their lack of knowledge regarding the online browsing.

The high percentage (20.83% and 18.75%) doctors use as a means of communication with patients blogs that professional type sites. If the most important advantage is the freedom blogs posts (in addition to the gratuity offered by wordpress.ro and blogspot.ro), where professional type sites mention the association with a certain specialization, with a particular group of physicians with a certain group of patients.

The proportion of 55.55% of the doctors communicate with patients through personal page on social networks, at the expense of the institution or company page for that work. This basically means a personal brand ownership as personal page you can view and personal information, educational. In other words, communication with patients on personal brand communication requires willingness full staff beyond the limit imposed by the profession.

Half of respondents physicians (cumulative) were posted on the personal social personal information (family, friends, pictures) and professional information refers to articles presented at conferences, interesting articles taken from colleagues or sponsors medical experiences. A significant percentage of respondents given enough importance collaborators and a percentage of 20% post their personal information on them.

The fact that more than 90% of physicians surveyed allow comments on their page from patients primarily signifies confidence in its brand and activity in the second transparency personal brand beyond the limits of the competitive environment .

Most of those who use social media as the main communication tool online to patients post information on life, that post articles, information about specific diseases. In contrast, the

professional type sites who post there are often legal nature of the information, laws, regulations, quality standards, etc..

Doctors most often chose the communication process with patients to achieve through social network Facebook to spend half an hour every day for this activity. Spend more than two hours online doctors who have chosen as a communication network LinkedIn. Twitter and Instagram requires the administrators of time between one hour and one hour and a half.

With reference to the type of information posted within the study physicians note that personal information, such as those related to family, friends, and so on, are posted with preference through social network Facebook, as information professional nature (scientific). From the perspective of doctors, educational information (courses completed, schools attended, international recognition) find the best place on LinkedIn and Twitter, while medical information found their place on all social networks considered in the study .

A percentage of 70% of surveyed physicians manage their own Facebook account. This involves both positive (posted veracity, accuracy) and negative (mostly technical, related to optimizing online appearances).

Similar to the frequency of postings made by surfers in general and physicians prefer to post new information weekly. In this context, marketers opinion that the right frequency is twice a week, provided that each time to place new information, not just comments or additions to previous posts.

Approximately 52% of doctors do not believe that social networks could be a primary communication channel with customers accessing Facebook account on the medical institution where they work. This can have two main potential effects: transfer to the company brand from the doctor where they work (situation encountered when a new hospital set up calls to services provided by a reputable physician) on the one hand, and on the other hand, when a learned early career physician wants to attract brand personal part of the medical institution where they work.

Research aimed at substantiating the thesis, the data collected through questionnaires and interviews allow outlining recommendations for brand promotion staff, particularly doctors promote personal brand:

*Recommendations for online marketing professionals:* social networks because of free and very high degree of accessibility, become an environment to promote personal brand, but must consider the possibility that the information posted is not 100% relevant in the immediate reality, which once discovered would lead to a potential danger to promotional campaigns;

*Recommendations aimed at patients:* a physician brand awareness through social networks is a process carried out in time, and trust is built on the basis of information received from third sources (posts, comments, participation in events, etc.).

*Recommendations aimed at physicians:* communication professional personal brand through social networking occurs on a background of increased interest to communicate with patients and potential patients via the Internet.

*Recommendations aimed at medical institutions:* doctors brand is particularly important in the medical field. This is why personal brand promotion of doctors employed in conjunction with the medical establishment put employer brand in win-win position alongside professional.

Quantitative research conducted are eminently original which gives a high degree of innovation research. In essence, the literature to date provides only studies on developing your personal brand, personal brand not in the context of a particular profession, and in general these studies refer to the online brand promotion generally do not customize social networks. Therefore, research in order to develop fully the thesis and published articles indexed in the ISI database and represents the starting point for such further research, both nationally and internationally.

Research conducted in order to develop the thesis, the first of its kind made in Romania, widespread acts of managerial implications. In other words, we identify at least five guidelines that can fit managerial implications arising from the analysis:

*The marketing firms generally work carried out online, especially through social networks*

Studies to substantiate this thesis available to marketing professionals from companies a range of information on user behavior online using social networks to promote personal or for information on certain services, products, brands.

*The marketing of medical institutions*

When talking about professions by which offers services such intangible talk more than other brand transfer situations. If medical institutions main brands transfer is happening between employer brand (brand medical institution, clinic, medical offices) and brand medical. In this context there is a real challenge for the marketing department of these institutions relate personal brand strategies of each physician in part to the company's strategy in general. This research provides information on user behavior on social networking personal brand perception of the doctor and / or the brand of the institution to which it belongs.

*The marketing staff in professions that involve providing intangible services*

Assuming that intangible services have a special status among consumers, the present research provides valuable information in the context of a marketing strategy aimed at promoting this type of service. Information provided are particularly useful as they are picked from among all stakeholders - users online generally the customer and the provider directly intangible intangible services.

*The marketing staff of physicians reported in patients*

The management of personal brand of doctors is a complex activity due to the implications posed this profession - the doctor. This research provides, on the one hand, information about how the

perception of the brand doctors to patients, especially when the brand is communicated through the Internet, especially through social networks, and on the other hand provides information doctors on strategies to promote. Correlations that enable studies shall agree a set of behaviors that can be the starting point of a strategy to promote the brand online doctors.

*In terms of education* - literature synthesis and high interest of all respondents to raise research topic and opportunity to develop a sub - specialization on the part of marketing that only handles personal brand and marketing strategies problematic features that posed concept. From this point of view, this paper can be easily as unsubstantiated.

In conclusion, the present study can be used as marketers, public relations and personal brand in order to adapt future strategies of social media user behavior, and physicians (intangible service providers) to increase the visibility of your personal brand.