Preface

Traditional methods of marketing for academics work include attending conferences and publishing in journals and books. These are still very important, but personal branding increasingly takes place on the Internet. The reputation management is a relatively new field for academic research and it is a topic for study in fields as diverse as marketing, management, economics, accounting, finance, communications, sociology, political science and cultural studies. It improves the ability to process and manage information and knowledge-related processes in order to create new knowledge to increase personal strategic capability and organizational performance. In the fields of information studies, information systems, knowledge management, etc., there exists a need for an edited collection of articles in this area.

The rapid progress on computer networks and pervasive computing has offered the base conditions for the establishment of a new Academic Branding scene and they have emerged during the last years as a result of the challenges faced by the business, social, and scientific worlds and enabled by the fast progress in the information and communication technologies. Advanced and highly integrated social networks, virtual organizations, virtual (professional) communities, virtual laboratories / e-science, are illustrations of a major trend in which entities seek complementarities and join efforts that allow them to better participate in challenging and competitive opportunities. However, no one will know about your work unless you tell them about it. As a career researcher, it is absolutely essential to have in mind the academic branding, both professionally and personally.

While in academia remains vital publishing in the impact publications increasingly open access journals and social media are making more visible the work of researchers beyond the publication in a journal with impact. Although a factor does not exclude the other relevant publications if it is true that renowned authors have seen increased its visibility through good management of their digital image even this visibility has served to promote their publications with impact revealing all his scientific production.

We have shown in this book the unstoppable force of digital brand in the academic environment and how it is here to stay as a new way to manage our image as a researchers and teachers. This book tries to give lines about important aspects in the digital brand to improve their personal brand from different points of view. His greatest contribution is the specialization in the field of academia since the digital brand management is not at all similar in the business environment that in the academic environment.

Science should be for and by the citizens, so that researchers should disclose their research for the common good, especially because in many cases the financing of their projects is public so the moral accountability front citizens should be paramount when disseminate their work. The digital personal brand of the researchers not only serves to publicize their work but to approach colleagues who may be interested in working in the same field. The platforms 2.0 allow us to meet colleagues who are working in similar issues as us and follow their work, they can create now what in other decades was called
“invisible colleges”. It is essential for the sciences to know each other researchers working on similar themes to collaborate in their research which will provide more contrasted and expanded results. For all researchers the digital presence is presented as a tool in their research not only for the dissemination of its work and in creating networks among colleagues who research in the same field.

OBJECTIVE OF THE BOOK

This book will aim to provide relevant theoretical frameworks and the latest empirical research findings in the area. It is written for professionals who want to improve their understanding of the strategic role of trust at different levels of the information and knowledge society.

A growing number of personal branding marketing can be observed in many domain areas. However, the developments and even the understanding of these cases have suffered from ad-hoc approaches, being urgent to establish a proper theoretical foundation for the area of the academic world. Furthermore, the fast developments in the area and the nature of the paradigm configure the emergence of a new discipline, which needs to be built on a sounder theoretical basis.

TARGET AUDIENCE

The target of the book is researchers, academics, practitioners working in the field of information and communication technologies and knowledge management in various disciplines (e.g., education, library science, sociology, information and communication sciences, computer science and information technology), educational technologists and individuals who are interested in how the academic branding and emerging technologies will impact on actual society and the social implications that surround the reformulation and fluidity of online academic reputation.

ORGANIZATION OF THE BOOK

The book is organized into 12 chapters. Here you can see a brief description of each of them:

Chapter 1: New Tools for Online Academic Dissemination
– Let the World Know Your Best

The chapter identifies new ways for academic dissemination. Many researchers are uncomfortable with the idea of promoting themselves or their work, but it is as important to report on it as it is to do it, no one will know about your latest work unless you tell them about it. The chapter helps the authors to identify in what are they good at and what are they best at, not just to let others talk about them. As a career researcher, it is absolutely essential to promote yourself. The chapter analyzes the importance of the Google profile as well as the Google Scholar profile and the importance of having an own web page or blog. In this chapter the authors offer an overview of some new digital tools that can help to improve the online academic reputation.
Chapter 2: We the New Media: The Disruption of Social Media in Interpersonal and Collective Communication

The disruption of social media in interpersonal and collective communication. The Internet have led to the emergence of a new communication ecosystem that is not restricted to the online context and in which professional and social media intersect and cohabit to compete for the attention of audiences. This chapter presents the new ecosystem in cyberspace; a placeless space where new forms of power, influence, control, and management of collective perceptions have developed. The author shows the new emerging macro social platforms that are giving rise to a new paradox: people need social media to express their opinions and creativity, while the major platforms tend to view users as products. Finally, the chapter suggests a new model to describe and explain this new communication ecosystem that has put an end to the mediating exclusivity of professional media and maximizes collective interpersonal communication on one and the same social continuum.

Chapter 3: Building Academic Branding – The Digital Branding as Academic Footprint

This chapter present the background for the academics. The researchers are forced to incorporate themselves in the digital field. The research and professors have a responsibility to society, popularizing science, this represents to value their own work and contribute to its visibility, and one starting point is to have “digital academic branding”. This chapter explains step-by-step techniques that develop a digital academic branding, starting from an interior analysis of the academic up to the formulation of the visual and conceptual brand; it is important to do it in a sequential manner every one of the activities described here.

Chapter 4: Flow My Bits, the Professor Screened – Netnography, Academic Micro-celebrity, and Personal Branding

This chapter uses the participative stance in netnography to discuss academic personal branding, but also interweaves advice, core principles, and a series of short inductive case studies about personal academic brands and fields. Featuring cases like those of Plato, Timothy Leary, John Lilly, and others, the chapter outlines a theory of personal academic branding, relating core identities to academic branding practices and purposes. In particular, this chapter suggests the relationship between thinking innovative thoughts, representing them to various audiences, and having one’s idea shared and built upon by a network of interested others. Core to the successful realization of this endeavor are the following nine elements: unconventionality, creativity, internal and external audiences, segmentation, core constituents, co-branding, simplicity, uniqueness, and catchiness.

Chapter 5: Social Media as a Tool, and Tools Offered by Social Media, to Teachers and Researchers – Personal or Professional Use?

The chapter provides a clear vision for the social networks environment from the self-promotion point of view. Chapter focuses on organizing tools, audience, and type of publications. Tools are organized to contextualize their use and to give a proper understanding of the relevant contents that can be pub-
lished. Audience is presented according to the relations and interests with the teacher and researcher. Simultaneously, this chapter gives a vision of the privacy scope or the publications, and provides an evaluation mechanism to distinguish the most convenient area of publication depending of the message content. Following submission of these analyses, chapter focuses on the teacher and research activity and how to promote these activities through social networks. The chapter ends with a set of suggestions to make a strategic use of new media with the goal of promoting efficiently personal brand as a teacher and researcher.

**Chapter 6: Academic Community Manager – Manager of the Academic Community**

The chapter shows the important role that will have the academic community manager inside the group of researchers. The academic environment is changing, especially with the nominated web 2.0 and science 2.0. The increase in new academic social network used for researchers to publicize their knowledge, research and contributions in science, cannot take lightly. For this and everything that comes with being a researcher, the academic community manager comes to manage the social networks and academic social network, care workflow, generate networking and disseminate results, among others. Increasingly universities seeking to spread the results generated by their students, teachers, masters, doctors or research groups.

**Chapter 7: Brand Journalism and Personal Branding in Academia**

The chapter seeks to highlight the importance of brand journalism and personal branding within the university context. First the chapter focus is on determining how universities are adapting to the changing needs of their audience by utilizing new narrative techniques and analyze whether brand journalism in turn allows for the construction of personal branding. In the chapter the author suggests how to know whether teachers coming from the Schools of Communication / Information of universities in Spain have created their personal brands, in addition to what criteria and tools had to be taken into consideration for its creation. In conclusion, a lack of progress in regards to the development of a personal brand as well as personal branding in academia is observed in this chapter.

**Chapter 8: Utilizing Content Marketing Metrics and Social Networks for Academic Visibility – Content Marketing for Academic Impact**

There are numerous assumptions on research evaluation in terms of quality and relevance of academic contributions. Researchers are becoming increasingly acquainted with bibliometric indicators, including; citation analysis, impact factor, h-index, webometrics and academic social networking sites. In this light, this chapter presents a review of these concepts as it considers relevant theoretical underpinnings that are related to the content marketing of scholars. Therefore, this contribution critically evaluates previous papers that revolve on the subject of academic reputation as it deliberates on the individual researchers’ personal branding. It also explains how metrics are currently being used to rank the academic standing of journals as well as higher educational institutions. In a nutshell, this chapter implies that the scholarly impact depends on a number of factors including accessibility of publications, peer review of academic work as well as social networking among scholars.
Chapter 9: From Universities to Private Companies – A Measurable Route of LinkedIn Users

The main goal of this chapter is to present the study to test LinkedIn as a valid source for analyses oriented to the quantification of the university-industry interactions. To this end, the authors propose two different procedures (method A: direct through the URL mentions between LinkedIn profiles; and Method B: indirect through the information from LinkedIn University Pages), comparing them against the direct procedure based on URL mentions between official websites (Method C). To do this, the authors have selected the whole Spanish academic system. The results show that method A is unusable yet due to the low web connectivity between LinkedIn profiles, while method B provides reliable though too volatile data that complements method C, which reveal in turn relations of different nature.

Chapter 10: Good Practices for Universities on Twitter

The chapter presents a study made after checking 10 reasons why universities should take Twitter seriously, the authors offer in this chapter some good practices for universities willing to use Twitter in a way that optimizes the tool; that is, not only for disseminating information, but also for talking with the community and taking advantage of its multimedia potential. The author illustrates these good practices with screenshots to better show what he means and also to reinforce their utility with contributions from some of the early theorists on what the proper use of social media should be.

Chapter 11: The Use of Geomarketing to Promote Personal Branding – Make Your Mark as a teacher in the Territory of Internet

This chapter aims to show how teachers can make their mark in the territory through the appropriate use of their personal brand and geomarketing techniques, with the example of the author, and how this methodology can be transferred to students in their connection with the professional world. It is a process of structuring and decentralization of personal branding in the territory, linking physical space with online space and where geography acquires a new integral dimension through SoLoMo methodology (Social, Local and Mobile).

Chapter 12: Audiobranding and Its Importance to Your Personal Brand – New Ways to Communicate Our Messages through Sound

In this chapter the author tries to discover the importance of audio and voice as a key element in building a personal brand. Podcast, audiblogs and web tools that reference the sound are analyzed based on their degree of influence on personal branding. By using the voice we can differentiate ourselves from our competitors, so the audio branding, or sonic branding as it is also known, shows a verbal identity of his own personality. The sound has always been known for being a great tool to convey memorable messages to consumers, in fact we are able to consume the sound since we are in the womb. Having an audio brand is one way to ensure that no other company uses a similar audio and make our brand consistent. The radio language, consisting of voice, music, silence and the special effects are responsible for generating emotions in the receiving public. The audio conveys information, entertains consumers and
in the long term, helps build a positive image that reinforces the brand values. The design of an audio brand goes beyond creating a catchy jingle or a piece of melody.