Chapter 14

Building Academic Branding: The Digital Branding as Academic Footprint

Ruth Matovelle Villamar
Escuela Superior Politécnica del Litoral, Ecuador

ABSTRACT

Nowadays, many professionals of different areas of expertise have found themselves at the needs to incorporate in the digital world, their personal digital branding as a result of entrepreneurship projects, or as a crisis of business sectors. A different phenomenon occurs in the academic field; the researchers are forced to incorporate themselves in the digital field. The research professors have a responsibility to society, popularizing science, this represents to value their own work and contribute to its visibility, and the 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 is to make in a sequential manner every one of the activities described here.

INTRODUCTION

This chapter is the result of the synthesis and reorder of ideas, from different authors, plus the academic experience of the author. This model of brand building does not intend to create an industrialized model or series making, on the contrary its objective is to enhance their individuality. It seeks to show clearly the steps to follow to discover and create your personal brand, using basic indications, methodologies and theories used in the business, psychological and communicational field.

Starting from an interior analysis of the academic up to the formulation of the visual and conceptual brand. The importance of this chapter is to make in a sequential manner every one of the activities described here, rest assured that the result would be entirely satisfactory. Welcome to the world of personal branding.

DOI: 10.4018/978-1-5225-5187-4.ch014
BACKGROUND

Nowadays, colleges and universities have a fundamental role in the human and social development, channeled primarily through the investigations made by their teacher-researchers. In recent years there has been an increase in the number of arguments supporting reforms to create socially responsible scientists, considering the need to democratize knowledge and provide expert advice and plural to the democratic institutions and the general public, thus increasing the capacity to discuss and finally meet the expectations of citizens. (Vessuri, 2010).

This leads us to think then that the researcher not only has to develop a task of research, but is also relevant his task as a communicator of: the scientific community interested in his field of work; to the media and citizens.

New technologies have contributed to the awareness of many communicators that previously limited themselves to encourage scientific knowledge from more minority plots (research department). This is generating real networks of scientific communication and research teams are increasingly aware of the need to explain what they do to their peers, but also the general public. (Sapiña, 2013).

The 2.0 environment offers a variety of platforms and scientific networks broadcasting scientific work and publications, the most important is to know and select the appropriate ones for each particular researcher. But if the center of everything is the disclosure, what role does personal branding do in this? Well a fundamental role is the starting point for disclosure.

Having a digital academic branding allows the academic to be identified by its target, it places you as an expert in a specific field, facilitates the search for other researchers to disseminate the work done, in order to establish new partnerships and attract funding.

The academic success of their digital branding, will contribute greatly to the success of your academic institution, which will be reflected in the positions in rankings that measure the quality of the IES1.

HOW TO CREATE A PERSONAL DIGITAL BRANDING

The author Marcos (2009), assures that the creation of a personal brand, “has to do with the creation and keeping up the credibility” and reassures that the best personal brands are the ones that are authentic, under any aspect of what they are and do strengthens the set, these “have a visibility based on placement, contact consistently regardless of the medium used” (Marcos 2009). A brand built from ideologies, placing dreams instead of real values can be compared as building a fictional character in a play, which could eventually be found out.

Since 1996, different authors have written about how to construct a Brand, there are many books dedicated to this subject. Nowadays, this can be seen from a simple point of view, focus the principles of branding to the people, but the current job goes beyond that, this chapter addresses the issue from a deeper and personal vision aimed to the academic researchers. I have developed a scheme to work on brand building, made of 4 phases: Know yourself; your personality, place it on your brand; express your thoughts; express your emotions and finally build your academic branding.