

Developing Iranian Sports Coaches' Personal Brand

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Abstract

The purpose of the present study was to design a model for developing the personal brand of Iranian sports coaches. The research population in the qualitative section was comprised of professors, experts, and experts in the field of sports marketing and branding along with the professional coaches of Iran. Moreover, the research sample of the quantitative section was made of 253 coaches, managers, athletes, fans, media, and economic and marketing activists, especially in the field of branding. In the qualitative section, article reviews and deep and semi-structured interviews were used for data collection. The findings of the qualitative section were compiled in the form of 78 concepts, 22 categories, and 6 dimensions, and indicated that *personality, coach's behavioral approach, communication, market approach, coach's expertise, performance, and skill, and macro levels* are the most important factors influencing the development of Iranian sports coaches' personal brand. Therefore, coaches, managers, and sports marketers of Iran can rely on these factors and the model of this research to provide the necessary platform for the development of Iranian sports coaches' personal brand and increase their income and credibility.

Keywords: Personal brand, Sports coaches, Development, Personality, Skill

Introduction

Today, professional sports have become highly commercialized and they come to involve businesses, sponsors, media, and fans. In the highly commercialized sports industry, the concept of *sports celebrity* has emerged (Arai et al., 2014). The brand represents the name, distinction, and means to gain a leading position in the marketplace (Johnson, 2017). A personal brand is something that saves people from professional anonymity and represents them in a specific circle or for a specific reason (Luca et al., 2015). A personal brand allows people to identify themselves as professionals in their field of work and build a reputation for themselves (Bendisch et al., 2013). The main goal of personal branding is to create the right feelings and perceptions (Lee & Cavanaugh, 2016). A strong personality builds a person's reputation, and by creating a distinctive image in a person, it achieves the desired goal (Kucharska & Mikołajczak, 2018). Having a strong personal brand in today's individualistic and digital world is considered an important asset (Thompson-Whiteside et al., 2018). Personal branding is the beginning of various activities that people do to become famous (Zhou et al., 2020). Personal branding refers to the creation and management of a personal brand by individuals who use marketing principles for their own advertising purposes; therefore, personal branding is a major concern for many professionals (Dumont & Ots, 2020).

Anyone can have a sustainable brand by having clear goals and using the right strategies. This brand then helps him/her succeed to achieve his/her goals. Today, branding for sports figures – including coaches – has increased and has become as important as branding for

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various products. The need for qualified sports coaches is also felt more than ever. Therefore, it is very important to pay attention to the factors that lead to the development of the personal brand of sports coaches. A personal brand acts as a powerful tool for exchanging real value between the service provider and its customer. Therefore, creating a strong personal brand can be the basis for marketing activities (Khedher, 2014).

In recent years, as the importance of branding for various industries has become clearer, the sports industry – like other industries – has resorted to the use of branding techniques to achieve its goals. As one of the components of the sports industry, sports coaches always face challenges, including nervous tensions, loss of performance, the ending of the training period, and poor results. A powerful image in the minds of fans can help sports coaches to deal with these challenges. In the sports environment, the coach is one of the main and central figures and is responsible for providing opportunities to improve the abilities and skills of athletes in various technical, physical, and moral fields. Despite the importance of personal branding for sports coaches, the research in the database of scientific and research resources in Iran indicates no result on the factors affecting the development of personal branding of coaches in sports. In the practical context, there are a handful of personal branding examples among the sports coaches, the most famous of which is “Daei,” the brand that belongs to Ali Daei, a former player of the Iranian national football team. It seems that the scant attention to the personal branding among sports coaches is derived from the absence of research in the field of personal branding. Therefore, considering the importance of this subject and the lack of studies on personal branding and its effective components in Iran’s sports, this study set out to review the backgrounds and views of the authors and researchers who have worked extensively in the field of personal branding. Besides, it aimed at designing and explaining a model for the components that affect the development of the personal brand of Iran’s sports coaches, so that the position of the sports coaches is improved and sustainable financial resources for them are created through its functions and consequences.

The inspection of previous research revealed that no specific research has been done so far to identify the process of personal branding for Iranian sports coaches. In general, many studies that have addressed personal branding have addressed a general situation, as the following lines show.

Presenting a conceptual model for the famous sports people’s brand image, Sassenberg et al. (2012) stated that the levels of sports skills, credibility, reliability, attractiveness, and personality traits are among the factors influencing the brand image of famous sports people. Moreover, the brand image of famous sports people can be an effective factor in marketing communications. Parmentier and Fischer (2012) identified two factors influencing the development of an athlete’s personal brand as professional image and media personality. Carlson and Donovan (2013) presented a model related to the personality and identity of the athlete brand in which they mentioned two effective components of credibility and distinction for evaluating the athlete’s identity. Chen (2013) showed that personal brand development can be done through YouTube, and people can display a good image to attain the approval of their target audience and to introduce themselves (Chen, 2013). Arai et al. (2014) presented a conceptual model of the athlete’s brand image, the three main dimensions of which are athletic performance, attractive appearance, and marketable lifestyle. Creating sports brands is very important in the sense that it makes athletes cultural, personal, and social symbols for their fans and admirers (Ilicic & Webster, 2015). In their study of women entrepreneurs, Resnick et al. (2016) concluded that entrepreneurs personalize their business and rely on their backgrounds, skills, competencies, and experiences as the bases of personal branding and marketing (Resnick et al., 2016). Hasaan et al. (2016) created a framework for the athlete brand, and pointed out that the athlete brand is not only useful for athletes but also vital for

teams and sports sponsors (Hasaan et al., 2016). Kocharska (2017) stated that the brand identity of social networks affects personal brand and brand loyalty.

Johnson (2017) argued that building a personal brand is an ongoing process, and students should connect with social media and be aware of the perceptions being formed in the minds of others. Informing students about the process of personal branding helps them disclose their position on social media (Johnson, 2017). Chen and Chung (2017) introduce seven dimensions for measuring the personal brand of a CEO, including standards and criteria, style and method, leadership, personality, values, intrinsic characteristics, and teamwork (Chen & Chung, 2017). Erdoğan and Esen (2018) presented a model for building a personal brand for a CEO, which involved factors such as family history, social status, experiences, job motivation, self-presentation, and communication. Gorbатов et al. (2018) also presented a theoretical model of personal brand in their research, in which economic, social, and technological trends are considered as factors that lead to personal branding. Hasaan et al. (2019) proposed a model in which five steps including brand introduction, brand growth, brand maturity, brand decline, and brand revival should be considered and managed. Zhou et al. (2020) concluded that the use of the personal brand of sports stars (including attractiveness, expertise, and coordination) has a positive relationship with the special value of the global brand and brand love. Dumont and Ots (2020) stated that personal branding is a completely social method in which stakeholders offer three types of resources to create a personal brand, i.e., material, information, and symbolic resources. This finding provided a framework for analyzing stakeholder collaboration in personal branding. Jackson-Brown (2020) believed that the media coverage of branded sports could provide new ideas to the committed audience.

Research Methods

The present study was applied in terms of purpose and mixed (qualitative-quantitative) in terms of data collection method. In the qualitative section, the grounded theory was used. As the present study had two quantitative and qualitative stages, its population had two different dimensions. The statistical population of the qualitative section included professors and experts in the field of marketing and sports branding along with Iran's professional sports coaches. The statistical population of the quantitative research section included educators, managers, athletes, fans, media, and economic and marketing activists, especially in the field of branding, from among whom 253 people answered the designed questionnaire.

The sampling was based on the targeted and snowball sampling method. Sampling continued until the model reached theoretical saturation. In this research, the model reached theoretical saturation in interview 16 when new ideas were not created by continuing the interview. However, to ensure the results of the research, the interview continued until 18 people. In the quantitative section, convenient sampling was used for coaches and managers, simple random sampling for the athletes and fans, and targeted sampling for the media as well as the economic and marketing activists (who were active mainly in the field of branding).

In the interview section, semi-structured interviews were used. To record the information obtained from the interviews, in addition to taking notes, the researchers recorded the interview using a special voice-recording device. To coordinate the interview events with the participants, potential participants were contacted, and the necessary time and place coordination was made with those who wished to participate in the interview. Then the interview guide was sent to the individuals, which included the title, the overall objectives, and the questions of the interview so that the interviewees would be acquainted with the topic of discussion. The collected information from the interviews was coded and used to construct

the main categories of the research. The research strategy in the qualitative section was grounded theory in which the researchers designed the personal brand development model of Iranian sports coaches in three main stages of this strategy, namely open, axial, and selective. In the quantitative research section, the questionnaire consisted of 78 items, which were designed and adjusted using a 5-point Likert scale to measure the impact of the items on the development of the personal brand of Iranian sports coaches. In this section, the relationship between the research variables and the main model of the research was investigated using the partial least square. Besides, the raw data obtained from the statistical population were analyzed using appropriate statistical techniques, SPSS and Smart PLS software.

Results

Qualitative Section

The analysis of the information in this step was based on the grounded theory. The coding steps used in this research included open coding, selective coding, and theoretical coding. In this study, the researchers tried to reach a general understanding of the interviews by repeatedly reading the interviews and paying attention to all the topics and issues. The codes, concepts, and categories were then extracted by reading the different sections of each interview and analyzing each word, phrase, sentence, line, and paragraph. After each interview, the initial codes were refined and classified according to the degree of adaptation and homogeneity with the other discovered concepts. After repeating these steps many times and making plentiful refinements, 78 codes, 17 categories, 6 dimensions, and 1 theme were identified and classified. Details of the participants in the interview are shown in Table 1.

Table 1. Details of the Participants in the Interview

Variable		Number	
1	Gender	Female	3
		Male	15
2	Age	20-30	3
		31-40	4
		41-50	9
		51-60	2
		MSc.	6
3	Education	PhD	12
		Yes	11
4	Coaching background at the national level	No	7
		University professor	6
5	Current field of activity	Coach	7
		Federation/club manager	3
		Others	2
		Sum	18

According to the research purpose and reviewing the data obtained from the study of library resources and interviews, the development of the personal brand of Iran's sports coaches was selected as the central phenomenon. Tables 2 to 7 show concepts, categories, and dimensions extracted from open, selective, and theoretical coding steps. In this study, out of 78 created concepts, 22 concepts in two categories were included in the dimension of *coach personality*, which are shown in Table 2.

Table 2. Selected Codes (Concepts) and Categories for the “Coach Personality” Dimension

Selected codes (concepts)	Categories	Dimension	Core variable (central phenomenon)
Inherent face and features Special personality traits Distinctive and unique Charisma Reputation Durability Wealth and financial assets A desirable image	Inherent and apparent features		
Honesty Diligence Commitment Timing Conscientiousness Loyalty and trust Moral characteristics Collaboration Social responsibility Adherence to fair play Originality and validity Creativity and innovation Entrepreneurial spirit Personal identity	Moral features	Coach personality	Personal brand of professional sports coaches in Iran

In the present study, out of 78 concepts, nine concepts in three categories were included in the dimension of *coaching behavior approach*, which are shown in Table 3.

Table 3. Selected Codes (Concepts) and Categories for the “Coach’s Behavioral Approach” Dimension

Selected codes (concepts)	Categories	Dimension	Core variable (central phenomenon)
The coach’s treatment of the media Interactions Influential behavior	Individual behaviors		
Attending charity meetings and charitable programs Active physical presence at events and activity environments Attending political activities Compassion for people in times of trouble	Social behaviors	Coach’s behavioral approach	Personal brand of professional sports coaches in Iran
Considering the interests and tastes of fans, supporters, and the media Fancy fans	Treatment of fans		

In the present study, out of 78 concepts, 12 concepts in three categories were included in the dimension of *market approach*, which are shown in Table 4.

Table 4. Selected Codes (Concepts) and Categories for the “Market Approach” Dimension

Selected codes (concepts)	Categories	Dimensions	Core variable (central phenomenon)
Self-promotion and self-introduction (advertising) Visibility Recommended ads Validation Social media	Advertising		
Having a vision, mission, and goal Defining the purpose, attitude, perspective, boundaries, and scope of the activity	Market targeting	Market approach	Personal brand of professional sports coaches in Iran
Collaborating with prominent people The popularity of sports Coaching in prestigious leagues Coaching in popular clubs and teams Having lots of experience and prominent fans	Connecting to reputable brands		

In the present study, out of 78 concepts, seven concepts in two categories were included in the dimension of *communications*, which are shown in Table 5.

Table 5. Selected Codes (Concepts) and Categories for the “Communications” Dimension

Selected codes (concepts)	Categories	Dimensions	Core variable (central phenomenon)
Presence in video media Social media	Media		
Communications Networking Responding to contacts Considering the most commonly used communication tools Keeping in touch with the fans	Relationships	Communications	Personal brand of professional sports coaches in Iran

In the present study, out of 78 concepts, 24 concepts in seven categories were included in the dimension of *expertise, performance, and skill of the coach*, which are shown in Table 6.

Table 6. Selected Codes (Concepts) and Categories for the “Expertise, Performance, and Skill of the Coach” Dimension

Selected codes (concepts)	Categories	Dimensions	Core variable (central phenomenon)
Success in the profession Achievement of continuous victories Team achievements Coach records Historical victories Challenging work experiences Positioning	Experience and background		
Academic education Being eager to learn and study Having a good command of foreign languages Being up to date Awareness of environmental conditions	Science		
Style and method of work Skill and competence Expertise and performance of the coach Correct and principled training The ability to transfer knowledge Athlete breeding Being professional	Coaching style	Coach expertise, performance, and skill	Personal brand of professional sports coaches in Iran
The power to make decisions in difficult situations Leadership skills Emotional intelligence	Expertise		
Competitive advantage Exciting game plans	Leadership and decision-making skills Emotion management Competition style		

In the present study, out of 78 concepts, five concepts in five categories were included in the dimension of *macro levels*, which is shown in Table 7.

Table 7. Selected Codes (Concepts) and Categories for the “Macro Factors” Dimension

Selected codes (concepts)	Categories	Dimensions	Core variable (central phenomenon)
Economic conditions Rules and regulations and government policy Cultural conditions Social situation Technology	Economic factors Political factors Cultural factors Social factors Technology	Macro factors	Personal brand of professional sports coaches in Iran

Finally, to understand the conceptual space of the personal brand of Iranian professional sports coaches, a visual pattern is shown in Figure 1 based on the codes, concepts, categories, and dimensions obtained from the data. In the following model, the personal brand of Iran's professional sports coaches is at the center of the model, and *coaching personality*, *coaching behavioral approach*, *market approach*, *communication*, *coaching expertise, performance, and skill*, and *macro level factors* affect the development of personal brand of Iranian professional sports coaches.

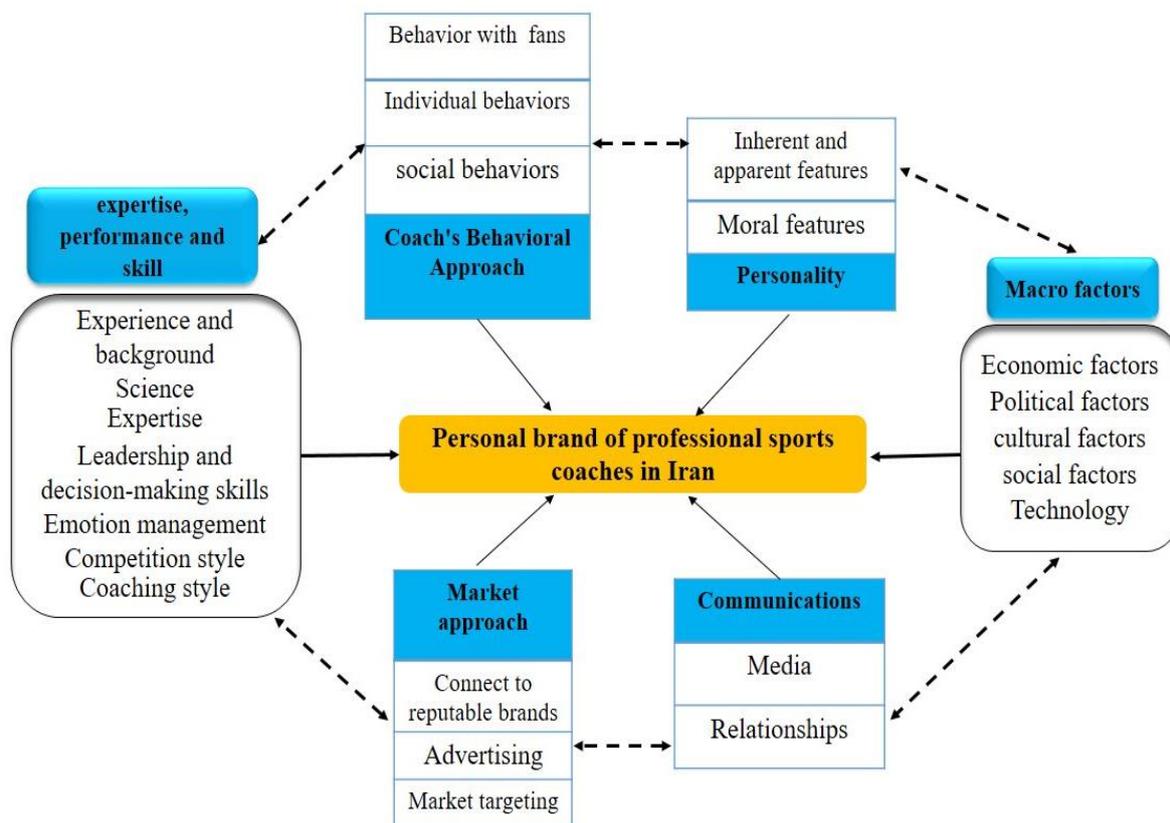


Figure 1. The Model of the Development of Personal Brand of Iranian Sports Coaches (the Suggested Model of the Qualitative Research Section)

Quantitative Section

The relationship between the research variables and the main research model has been investigated using the partial least square approach. The raw data obtained from the statistical population was analyzed using appropriate statistical techniques, SPSS, and Smart PLS software. Content and face validity of the questionnaire questions were confirmed based on the opinions of 10 experts and specialists. Table 8 shows the demographic characteristics of the quantitative research section. Furthermore, according to the results of Table 9, Cronbach's alpha of all variables is greater than 0.6. Therefore, all variables are confirmed in terms of reliability. The average value of extracted variance (AVE) is greater than 0.5 for all variables; thus, the convergent validity is also confirmed. The reported compound reliability (CR) value is also greater than the AVE.

Table 8. Demographic Characteristics of the Quantitative Research Participants

Variable		Frequency	Percent	
1	Gender	Female	122	48/2
		Male	131	51/8
2	Age	20-30	109	43/1
		31-40	121	47/8
		41-50	23	9/1
3	Education	Associate	12	4/7
		Bachelor	54	21/3
		MSc	128	50/6
		PhD	59	23/3
		Professor	62	24/5
4	Job	Coach	92	36/4
		Manager	6	2/4
		Athlete	27	10/7
		Others	66	26/1
		Sum		253

Table 9. Convergent Validity and Reliability of Research Variables

Variables	Cronbach's alpha	CR	(AVE)
Personal brand of coaches	0.892	0.918	0.650
Communications	0.710	0.867	0.765
Macro factors	0.716	0.814	0.508
Market approach	0.701	0.750	0.523
Behavioral approach	0.711	0.803	0.577
Personality	0.705	0.823	0.700
Coach expertise, performance, and skill	0.809	0.860	0.519

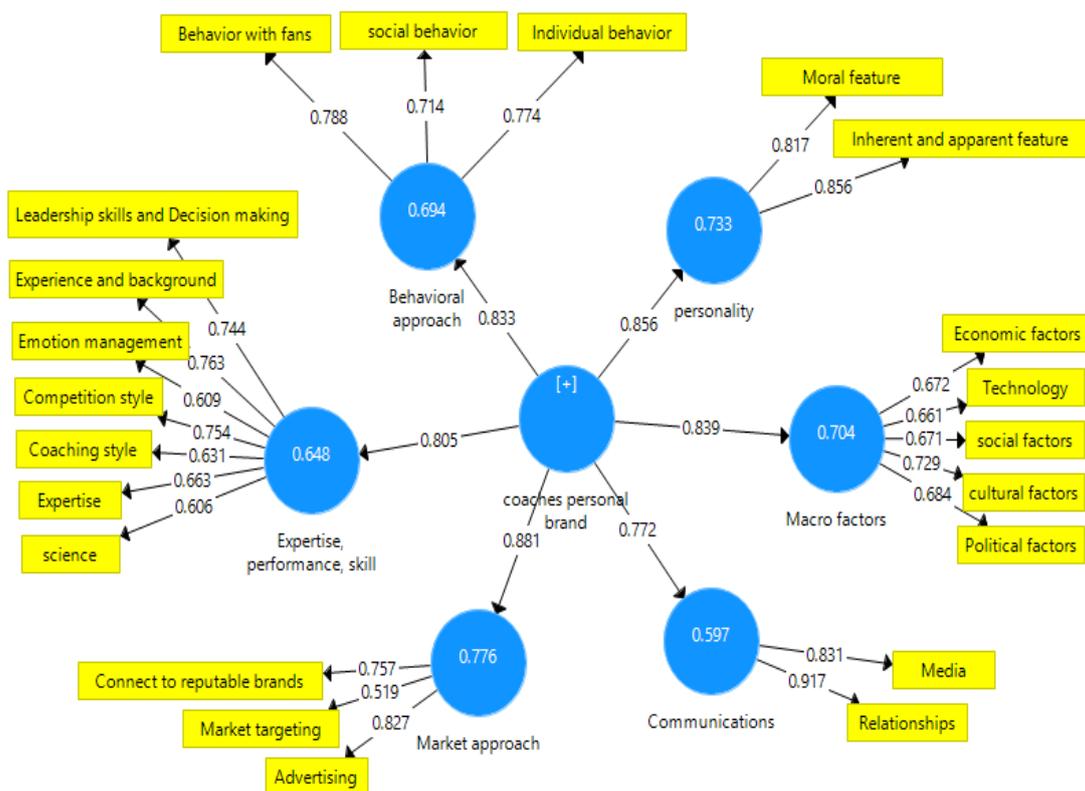


Figure 2. The Structural Equation Model in the Standard Coefficient Estimation Mode

Figure 2 shows the structural equation model in the standard coefficient estimation mode. It is possible to estimate the factor loading and path coefficients. Based on factor loading, the index that has the highest factor loading has a greater share in measuring the relevant variable and the index that has smaller coefficients plays a lower role in measuring the relevant structure.

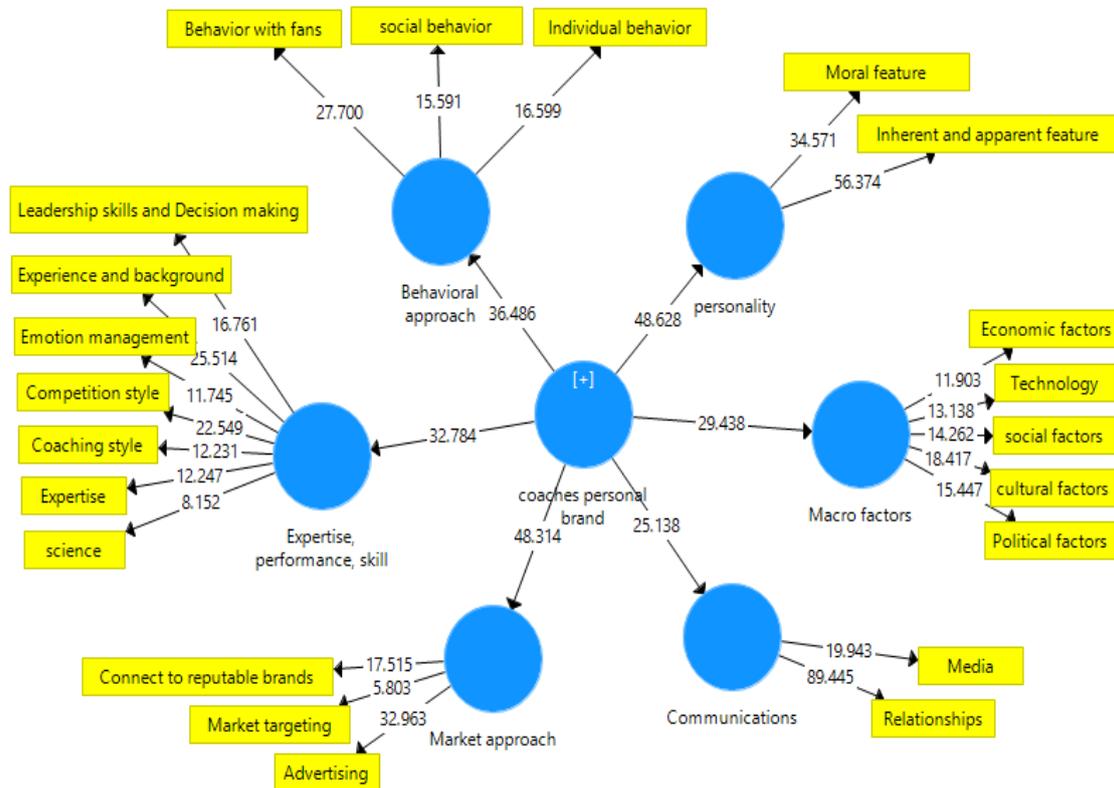


Figure 3. The Research Model in Terms of T-Value

Figure 3 also shows the research model in terms of t-value. This model tests all measurement equations (factor loadings) and path coefficients using t-statistics. According to this model, the factor loading or path coefficient is significant at the 95% confidence level. If the value of t-statistic is outside the range (-1.96 to +1.96) and the statistical value of *t* is within this range, the factor loading or path coefficient will not be significant. The factor loading or path coefficient is significant at the 99% confidence level if the t-statistic value is outside the range (-2.85 to +2.85). According to the results of the t-test, all factor loadings are significant at 99% confidence level and play a significant role in measuring their structures. Table 10 shows the t-coefficients and significance levels of the model relationship paths. All dimensions have a direct and significant effect on the personal brand of sports coaches at 99% confidence level. As shown in Table 10, the market approach, personality, macro levels and behavioral approach have the highest impact factor.

Table 10. Path Coefficient and T-Value Relationships Between Research Variables

		Path coefficient	T-Value	Condition	
Personal brand of coaches	→	Personality	0.856	48.628	Verification
Personal brand of coaches	→	Communications	0.772	25.138	Verification
Personal brand of coaches	→	Macro factors	0.839	29.438	Verification
Personal brand of coaches	→	Behavioral approach	0.833	36.486	Verification
Personal brand of coaches	→	Market approach	0.881	48.314	Verification
Personal brand of coaches	→	Expertise, performance, and skill	0.805	32.784	Verification

Discussion and Conclusion

Adopting a mixed-methods approach, this study tried to develop the personal brand of Iran's sports coaches and presented a model for explaining the personal brand of Iran's sports coaches in the form of a theory through which the personal brand of sports coaches can be interpreted and explained. The research model in the qualitative section consisted of 78 concepts and 22 categories, which were divided into 6 dimensions after coding and refinement. These included *market approach*, *personality*, *macro levels*, *behavioral approach*, *expertise skill and performance*, and *communication*. Finally, based on the codes, concepts, categories, and dimensions obtained from the data, the model of the qualitative section of the research was designed. After forming the model of the qualitative section and dividing the factors in the quantitative section, the research model was tested, and the factor loadings, coefficients, and the model relations were determined. The results showed that after identifying the components related to the personal brand of sports coaches and testing them in the quantitative section, *the market approach*, *personality*, *macro levels*, and *behavioral approach* have the key role in developing the personal brand of Iranian sports coaches.

Then, the six dimensions of coaching personality, coach's behavioral approach, market approach, communication, coaching expertise, performance, and skill, and macro level were identified regarding the explanation of the personal brand model of Iran's sports coaches and the identification of its dimensions. Each of these dimensions also included several categories and concepts. In the following, each of these factors is described.

The results of the present study indicate that the process of personal branding of sports coaches requires proper bedding and development of individual infrastructure, which is a combination of the coach's personality and behaviors, which can provide the ground for personal branding for sports coaches and facilitate and expedite the necessary steps.

According to the results of the research, *coaching personality* was identified as one of the factors in the development of the personal brand of Iran's sports coaches. This component includes inherent and apparent characteristics as well as moral characteristics. Therefore, Iran's sports coaches can provide the necessary conditions for the development of their personal brand by making distinctive their inherent and moral personality traits. Moreover, the physical characteristics of coaches such as special, attractive, and stylish appearance as well as fitness and attractive personality are effective factors in developing the personal brand of sports coaches. This finding is consistent with the findings of Sassenberg et al. (2012), Carlson and Dunavan (2013), Ekhlesi et al. (2015), Hasaan et al. (2016), Eagar and Dann (2016), and Zhou et al. (2020).

Coach behavioral approach is another major dimension of personal brand development for sports coaches in the country, which includes subscales of *individual behaviors*, *social behaviors* and *treatment of fans*. The personal behaviors of the coach, which includes properly treating the media and interacting with the fans, making good use of body language, and having effective behaviors in various sporting events and areas, and having a fun spirit are necessary to develop the personal brand of sports coaches. It is also necessary for Iran's sports coaches, as a brand, to have the characteristics and values accepted by the Iranian society. In addition to individual behaviors, the coach's social behaviors such as attending charities and charitable programs, being physically active in events and environments, attending political activities, providing ongoing assistance to fundraisers, and showing empathy to people in times of trouble can have a great impact on the personal brand of the sports coaches. This result is consistent with Hasaan et al. (2016) and Arai et al. (2014).

Market approach is one of the effective factors in developing the personal brand of Iran's sports coaches. This component includes connecting to reputable brands, advertising, and

market targeting. In this regard, Iran's sports coaches develop and expand their brand by cooperating with prominent people, coaching in prestigious leagues, coaching in popular clubs and teams, and then gaining access to prominent fans. Iran's sports coaches must use advertising to introduce and represent themselves. Moreover, the certification of products through Iran's professional sports coaches can lead to a very positive attitude in the minds of the audience and help them take advantage of marketing opportunities. The specific style of the coach and the possession of a unique goal/strategy help attract special fans and followers and then use marketing opportunities to develop their personal brand. These results are consistent with Ilicic and Webster (2015), Sassenberg et al. (2012), Johnson (2017), and Jackson-Brown (2020).

Communication is another major dimension of personal brand development in Iran's sports coaches, which includes media scales and relationships. It is better for Iran's sports coaches to increase communication skills, communication and relationship management, as well as to appear in the visual media to maintain communication with fans and revive old relationships to provide the necessary basis for the development of their personal brand. This finding is consistent with Parmentier and Fischer (2012), Karaduman (2013), Chen (2013), Hasaan et al. (2016), and Brems et al. (2017).

According to the research results, *expertise, performance, and skill of the coach* was identified as another effective factor in the development of the personal brand of Iran's sports coaches. This component includes experience, science and knowledge, expertise and performance, leadership and decision-making skills, emotional intelligence, coaching style, and competitive style. Having an academic education, passion for learning and studying and being up-to-date in the field can have a positive effect on the personal brand of Iran's sports coaches. Universities are a great place to do so. They can also be a good platform for developing personal brand of coaches and introducing them to the community. The skill and competence, expertise, and performance of coaches in the desired sports, proper and principled training, the power to transfer knowledge, and playmaking affect the personal brand of sports coaches. Therefore, sports coaches can enhance their image in these regards, make themselves distinguished, increase their fans, and raise the fans' loyalty to themselves. This finding is consistent with the results of the studies by Hasaan et al. (2016), Resnick et al. (2016), Chen and Chang (2017), and Zhou et al. (2020). Having leadership skills and decision-making power in difficult situations and having emotional intelligence and emotion management distinguishes many sports coaches in the country and provides the basis for the development of their personal brand. This finding is consistent with the results obtained by Chen and Chang (2017).

In this study, *macro levels* was introduced as another factor affecting the development of the personal brand of Iran's sports coaches. This component includes economic, political, social, cultural, and technological factors. The economic conditions of the society and the financial support, laws and regulations, government policies, and political conditions in the country have a great impact on the personal brand of Iran's sports coaches. This result is consistent with the conclusions made by Ekhlasli et al. (2015) and Dumont and Ots (2020). To create and develop a personal brand for sports coaches, cultural factors, the prevailing culture, and values and beliefs must be strengthened. For the effectiveness of the values and beliefs on a personal brand of sports coaches, one must be self-aware and create a personal brand by managing himself. Social norms and the extent to which an individual's behavior is inconsistent with society's norms, traditions, and expectations, and how the society judges them are the criteria for evaluating coaches' personal brands. Family originality and having prestige and credibility as well as strong influence – especially influence on friends and fans – can be used as a guide and model of social prestige. Abnormal behaviors have an adverse

effect on the mindset of the personal brand of the sports coaches. This result is consistent with those of Wetsch (2012) and Khedher (2019). Technology is another major factor influencing the development of the personal brand of sports coaches. Fans' familiarity with technology and cyberspace is very influential in this regard, which should provide the necessary communication infrastructure for the development of the personal brand of sports coaches. This result is consistent with the findings of Kocharska (2017) and Gorbatov et al. (2018).

Accordingly, it is suggested to sports managers and coaches that, in addition to success in sports fields, it is better to have good and worthy communication with people, fans, and athletes, be a role model, and accept social responsibilities to develop their personal brand. A strong brand of coaching will make other activities of the club targeted and will inspire the club's organizational resources (athletes, managers, employees, and so on). In other words, the development of the personal brand of the coach leads to the indirect development of the club brand, which will help empower human resources in today's competitive environment. This research provides a coherent perspective to the personal brand management of sports coaches and presents a wide range of management measures to improve the personal brand of sports coaches, build a strong personal brand, develop and expand loyalty of fans, and finally develop and expand the personal brand of Iran's sports coaches and its benefits.

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