

## Relationship between Personal Branding and Career Development among Staff Nurses

Enas Gamal Mohamed<sup>1</sup>, Assist Prof. Dr. Samah Mohamed Elsayed<sup>2</sup>, Dr. Safaa Abdelaziz Rashed<sup>3</sup>

<sup>1</sup>B.Sc. Nursing Science, Faculty of Nursing, Sohag University

<sup>2</sup>Assist Professor of Nursing Administration, Faculty of Nursing, Ain Shams University

<sup>3</sup>Lecturer of Nursing Administration, Faculty of Nursing, Sohag University

### Abstract

**Background:** Developing employee Personal Brand is an Important Career Advancement Strategy. **Aim of the study:** The current study aimed to assess relationship between personal branding and career development among staff nurses. **Design:** A descriptive correlational design was used. **Setting:** The study was conducted at Ain Shams Hospital. **Subjects:** The study subjects include (186) out of (350) staff nurses. **Tools:** Two tools were used namely personal branding questionnaire and career development questionnaire. **Results:** (53.2%) of nurses had low level of personal branding, while (57%) of nurses had low level of career development. **Conclusion:** Highly statistically significant positive correlation between staff nurses total personal branding and total career development. **Recommendations:** Regular in-service educational programs about personal branding, marketing and career development. Further research is recommended as studying the influence of personal branding on nursing image.

**Keywords:** Career Development, Personal Branding, Staff Nurses.

### Introduction:

Personal Branding is the act of individuals promoting themselves and their vocations as brands. The personal-branding concept suggests that success stems from self-bundling, whereas previous self-improvement management techniques focused on self-change. The term is thought to have been initially utilized and talked about as a part of a 1997 article by Tom Peters. Personal branding is basically the continuous procedure of setting up a recommended picture or impression in the psyche of others around an individual, gathering or association. *Korzh & Estima, (2022)*.

Personal brand and the strategy of its building can be considered a modern marketing concept. Due to the interdisciplinary overlaps, it is not possible to clearly date the concept. The issue is to be found in partial concepts in topics of self-presentation, work psychology as well as in understanding of new marketing trends. At first, the personal brand was primarily associated with the celebrity image

and top management. *Scheidt., et al (2020)*.

Given the growing competition, the importance of a personal brand has begun to be applied to lower work positions, and of course, it has also become more relevant for students and graduates of universities as well as young people at the beginning of their working career. *Blyth., et al (2024)*.

The term "brand" is a prominent term in marketing at the start of the twenty-first century, and it is simply understood as a desirable outcome of investing in marketing activities to create a product recognition for target markets. The evolution of brand development as a field of study begins with the brand, but as the market becomes more globalized, its meaning expands to include the personality, which now leads to personal branding.. *Dašić & Dašić, (2021)*.

The concept of personal branding has become popular since the release of Peters' (1997) famous book, *The Brand Called You*. Defined personal branding as a marketing tool intended to

permit self-promotion, allowing an individual to achieve career success. *Park et al., (2020)*.

Personal branding refers to "a deliberate process of establishing, presenting, and preserving a favorable self-image, founded on a special blend of personal traits." The foundation of personal branding is self-presentation theory, which examines how an individual presents themselves to others. Building personal branding involves knowing and owning values. *Jacobson, (2020)*.

Personal qualities such as morals and personality are strong points in the creation of personal branding, even when looking for a job later on. Personal branding is another term for the process of merging one's abilities and skills to create value for another person. Personal branding refers to the reputation and distinctiveness of the individual. *Park et al., (2020)*.

The idea of a personal brand is intimately tied to things like communication, work quality, how to act in specific circumstances, and so forth. What makes someone famous is their image. Therefore, personal branding is the culmination of all the experiences and endeavors that assist an individual in defining their own personal brand. *Zahoor & Mustafa, (2022)*.

In essence, the presence of human resources is crucial to enhancing an organization's commercial performance. Employees should therefore be motivated to continuously enhance their work output, which can be achieved through career development. Although each person is responsible for planning their career, the business must also assist in achieving it so that each worker is highly motivated to consistently perform at his or her highest level. *Santoso., et al (2021)*.

One of the things that employees may wish to do is career growth. Career development is also necessary for a company to reward its personnel for their success; it can gauge their ability to support and motivate one another so that they can advance in their careers. Naturally, if career development is explicitly implemented in the organization, employees will strive to perform better so that they can provide high-quality and lucrative

work for the company. *Panggabean et al., (2022)*.

The process of improving the employee job in order to attain one's desired job is known as career development. Employees must have a sufficient amount of work experience in order to be satisfied with their jobs, which will improve their performance. *Niati, et al (2021)*.

In human resource research, career development is a topic, and career management is a set of actions aimed at luring, nurturing, and keeping top talent at all levels in order to meet the organization's strategic objectives. To explain the direct correlation between career development and employee performance, career development is a long-term process that enhances employees' abilities and motivation so they may join firms with study values. *Iis., et al (2022)*.

A person's idea of "you," or personal image, is typically the basis for developing a personal brand. Although personal branding is a relatively recent phrase with a still fragmented discussion, its roots can be found in career development literature. The endeavor to develop career-enhancing strategies and methods is known as personal branding. The attainment of professional success is directly tied to personal branding, which will eventually result in a more favorable opinion of one's work. *Gorbatov et al., (2020)*.

#### Significance of the Study:

During research practical period, noticed that some of staff nurses not have a sufficient experience and skills to communicate well with patients and they unable to identify their strengths and weaknesses to put a plan, goals and objectives for their career to achieve career promotion and success.

Creating a personal brand can be a paved path to success, but it needs to be updated to reflect shifting industry trends. *Feronica & Fachrunnisa, (2022)*. The attainment of professional success is directly tied to personal branding, which will eventually result in a more favorable opinion of one's work. *Gorbatov et al., (2019)*.

#### Aim of the study:

This study aims to assess relationship between personal branding and career development among staff nurses through:

- 1- Assessing personal branding levels among

staff nurses.

- 2- Assessing career development factors among staff nurses.
- 3- Finding out relationship between personal branding and career development among staff nurses.

#### Research question:

Is there a relationship between personal branding and career development among staff nurses?

#### Subjects and Methods:

##### 1. Research design

A descriptive correlational design was used in this study.

##### 2. The study setting:

This study was conducted at Ain Shams University Hospital which is affiliated to Ain Shams University hospitals. It provides medical services and general, and it consists of six floors which includes (tropical medicine, immunology and allergic diseases, endocrinology, intensive care units and chest diseases). Study was conducted in all units of the hospital with bed occupancy rate is (618 beds).

##### 3. Subjects of the study:

186 out of 350 nurses were chosen as study participants.

##### 4. Inclusion criteria

Staff nurses who are eligible to be selected in the study sample with inclusion requirements of being a full-time staff nurse with at least one year of experience.

##### 5. Sample size

The sample was selected by simple random sampling technique, it was (186) out of (350) staff nurses calculated by the following equation which developed by *Thompson, (2012)*.

$$n = \frac{Np(1-p)}{(N-1)(d^2/z^2) + p(1-p)}$$

n = sample size

N = number of population

Z = confidence level 95%

d= margin of error (0.05)

p = probability 0.5

#### 6. Tools of data collection:

Two different tools were used to collect data.

##### First tool: Personal Branding:

Two parts were used:

**Part I:** Nurses' personal data including: age, gender, marital status.

##### Part II:

This part was used to assess personal branding levels among staff nurses; this tool developed by *Abya, et al., (2019)* and was modified by the researcher. This questionnaire consists of 24 items, divided into five main domains: personal traits (5 items), communication skill (6 items), knowledge degree (4 items), organizational commitment (4 items), strategic innovative thinking (5 items).

##### ❖ Scoring system:

The Responses of the subjects were measured on a 3-points Likert Scale and polarized in (1= disagree, 2= neutral, 3=agree). For each domain, the scores of the items were summed-up and the total was divided by the number of items, yielding the mean score for this section. A percentage score was created from these scores.

- Low level of personal branding: <60%
  - Moderate level of personal branding: 60% - 75%.
  - High level of personal branding: >75%.
- Abya, et al., (2019)*

##### Second tool: Career Development Questionnaire

This tool was used to assess career development factors among staff nurses, this tool adopted from *Ahmed, (2018)*. This questionnaire consists of 88 items, divided into three main domains: Personal factors (50 items), Job factors (27 items), and Organizational factors (11 items).

##### Scoring system:

The responses of the participants were

measured on a 5-points Likert Scale and polarized in (1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree). For each domain, the scores of the items were summed-up and the total was divided by the number of items, yielding the mean score for this section. A percentage score was created from these scores.

- Low level of career development: <60%.
  - Moderate level of career development: 60% - 75%.
  - High level of work alienation: >75%.
- Ahmed, (2018).*

### Operational Design:

Three phases of the operational design for this study are preparatory phase, pilot study and field work.

### Preparatory phase:

During this phase, which began in May 2024 and ended in early June 2024, the researcher studied relevant national and international literature and scientific periodicals were utilized to familiarize the researcher with the subject of the study.

### Validity:

Five nursing administration professors in the jury group from Ain Shams University's nursing faculty evaluated the tool's accuracy, clarity, comprehensiveness, relevance, and ability to elicit kind of information that was sought. This allowed the tool to be face and content validated. Based on feedback, the tool was changed and reworded. It took almost a month to complete this phase.

### The reliability:

Data collection tools were examined through assessing their internal consistency by cronbach alpha. It represented in the following table:

Data Collection Tools	NO. of items	Cronbach's Alpha
Personal Branding Questionnaire	24	0.864
Career Development Questionnaire	88	0.980

### Pilot study:

Thirty-five staff nurses of the total study participated in pilot study. Pilot study's objectives were to test the viability and appropriateness of the chosen tools, as well as to look at the tool's application and linguistic clarity. Along with estimating the time required for each study participant to finish the forms, it also helped identify any potential roadblocks or issues that might arise during data collection. It took about 25 to 35 minutes to complete the questionnaires. In June 2024, the pilot research was carried out. The primary study sample did not include the research participants who took part in the pilot.

### Field work:

Fieldwork of the study takes two months, beginning in July 2024 and ending at the end of August 2024. To find the best time to get data from the personnel in each unit, the researcher visited with the chief nurse of each unit. The researcher gave the questionnaires to staff nurses at their work environments at various times after introducing herself, explaining the purpose and components of the surveys. Throughout the data collecting time, the researcher was on hand to answer any questions, provide clarification on any ambiguities, and explain how to fill out the questionnaires. Two days a week, during the morning and afternoon shifts, data was gathered. Every week, the researcher gathered between twenty-two to twenty-four surveys, were handed back to the researcher to check each one to ensure its completeness.

### Ethical Consideration

The scientific research ethical committee connected to Ain Shams University's Faculty of Nursing granted ethical permission before to the study's execution. The participants were made aware of their freedom to leave at any moment and for any reason, and the information gathered was kept private and used exclusively for scientific purposes. Every participant in the study provided written informed permission.

### Administrative design:

The required authorizations were acquired in order to conduct the study. To get authorization from the hospital authorities to

conduct the study, the dean of Ain Shams University's faculty of nursing sent an official letter. The researcher visited nursing directors of the hospital to explain the purpose of the study, obtain their consent to gather data, and solicit their support.

#### Statistical Design:

The Statistical Package for Social Science (SPSS) program version 27 was used to organize code, computerize, tabulate, and analyze the collected data. For categorical data, descriptive statistics were presented as frequencies and percentages; for quantitative data, the arithmetic mean ( $\bar{X}$ ) and standard deviation (SD); for qualitative variables, the Chi Square test ( $\chi^2$ ) was used for relation tests, and for correlation analysis, the person correlation coefficient ( $r$ ). A P-value of less than 0.05 was considered statistically significant.

#### Results:

**Table (1):** Shows that (71%) of nurses had aged from 30 to 40 years, majority of them (83.9% & 84.9%) were female and married respectively. Also, more than three quarters of them (79%) had nursing diploma, (55.4%) had 5 to 10 years of nursing experience and most of them (88.7%) not attend training courses, workshops or seminars on marketing.

**Table (2):** Reveals that (55.9%) of the staff nurses had low level of strategic innovative thinking. While (39.9%) of them had moderate level of personality traits and the degree of knowledge respectively. In addition, (39.2%) of nurses had high level of personality traits.

**Figure (1):** Demonstrates that (53.2%) of nurses had low level of personal branding, while (28.5%) of them had moderate level of personal branding and little of them (18.3%) had high level of personal branding.

**Table (3):** Reveals (69.9%) of staff nurses had low level of job satisfaction. While (43%) of them had moderate level of management support. In addition, (45.2%) of staff nurses had high level of personal behaviors.

**Figure (2):** Clarifies (57%) of nurses had low level of career development; (23.1%) of them had high level of career development, and minority of them (19.9%) had moderate level of career development.

**Table (4):** Shows that, there was high statistically significant positive correlation between the studied staff nurses total personal branding and total career development at ( $P=0.000$ ).

Table (1): Distribution of the studied staff nurses regarding their personal data (n=186):

Personal data	No	%
<b>Age</b>		
< 30 years	35	18.8
30 to 40 years	132	<b>71.0</b>
>40 years	19	10.2
<b>Gender</b>		
Male	30	16.1
Female	156	<b>83.9</b>
<b>Marital status</b>		
Married	158	<b>84.9</b>
unmarried	28	15.1
<b>Nursing Qualification</b>		
Nursing diploma	147	<b>79.0</b>
Technical institute diploma	34	18.3
Baccalaureate	5	2.7
Master degree	0	0.0
Doctorate degree	0	0.0
<b>Years of nursing experience</b>		
Less than 5 years	74	39.8
From 5 to 10 years	103	<b>55.4</b>
More than 10 to 20 years	9	4.8
More than 20 years	0	0.0
<b>Have you attended training courses, workshops or seminars on marketing?</b>		
Yes	21	11.3
No	165	<b>88.7</b>

Table (2): Distribution of personal branding level regarding personal branding dimensions among the studied staff nurses (n=186)

Dimension	Low (<60%)		Moderate (60% -75%)		High (>75%)	
	No.	%	No.	%	No.	%
Personality traits	48	25.8	65	<b>34.9</b>	73	<b>39.2</b>
Communication skill	97	52.2	54	29.0	35	18.8
The degree of knowledge	83	44.6	65	<b>34.9</b>	38	20.4
Organizational commitment	72	38.7	44	23.7	70	37.6
Strategic innovative thinking	104	<b>55.9</b>	44	23.7	38	20.4

Figure (1): Distribution of the studied staff nurses total personal branding level (n=186).

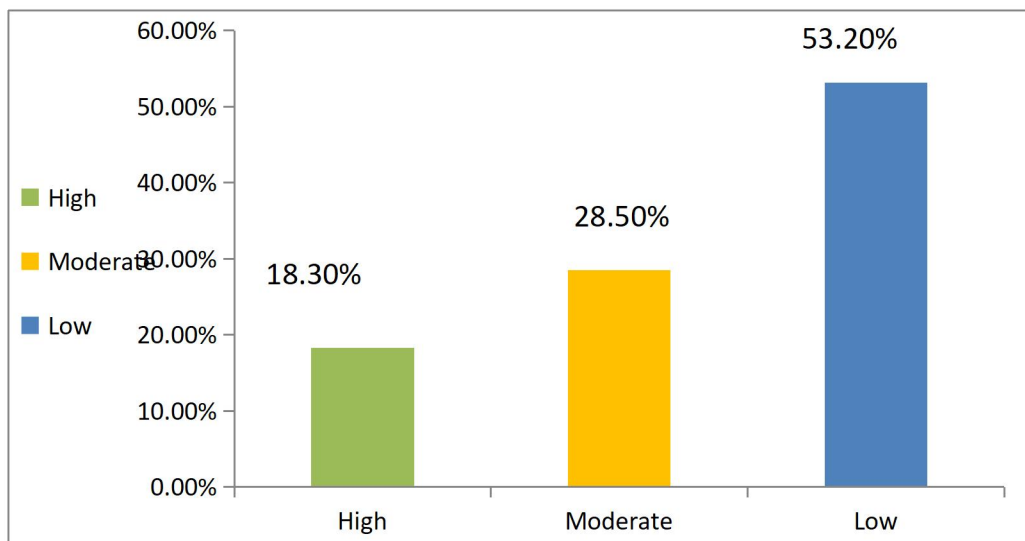


Table (3): Distribution of career development level regarding career development dimensions among the studied staff nurses (n=186).

Dimension	Low (<60%)		Moderate (60% -75%)		High (>75%)	
	No.	%	No.	%	No.	%
<b>Personal factors:</b>						
Personal behaviors	84	45.2	34	18.3	68	36.6
Empowerment	38	20.4	45	24.2	103	55.4
Job Satisfaction	35	18.8	21	11.3	130	69.9
Career development practices	43	23.1	68	36.6	75	40.3
<b>Job factors:</b>						
Job autonomy	23	12.4	67	36.0	96	51.6
Supervisor support	37	19.9	24	12.9	125	67.2
<b>Organizational factors:</b>						
Management support	42	22.6	80	43.0	64	34.4
Career developmental plans	51	27.4	68	36.6	67	36.0

Figure (2): Distribution of the studied staff nurses total career development level (n=186).

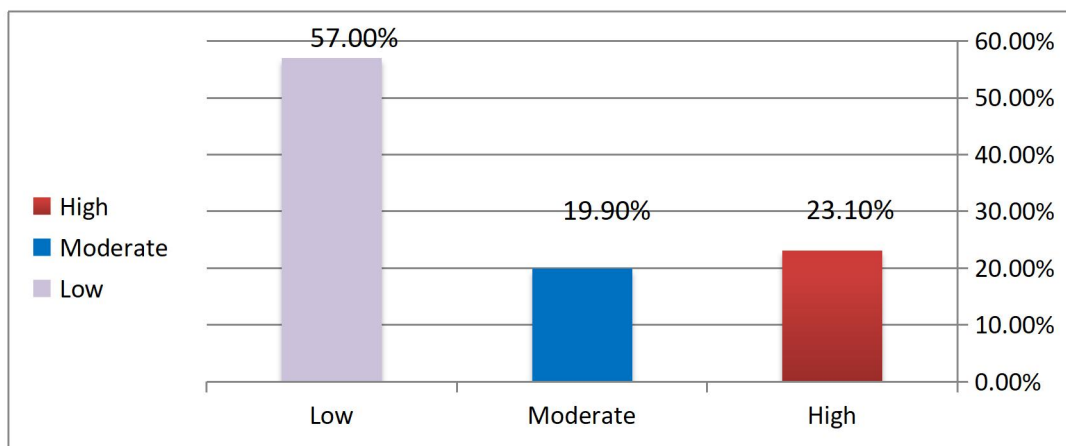


Table (4): Correlation between total personal branding and total career development among the studied staff nurses (n=186)

Pearson Correlation		Total career development
Total personal branding	R	0.489
	P	0.000**



**Discussion:**

In ways that set nurses apart from other healthcare professionals, the nursing profession makes a substantial contribution to the healthcare sector. Developing a personal brand has grown in importance for professional success. People are under pressure to take personal responsibility for their professions in order to succeed in the cutthroat workplace. *Gorbatov et al., (2021)*.

Concerning the distribution of personal branding level regarding personal branding domains between staff nurses, revealed that over half of these nurses had low level of strategic innovative thinking, this might be the result of major nurses' resistance to change and prefer working in the same way.

A similar finding was same with a study done in India by *Goyal & Kaur, (2023)* which presented over two third of nurses had low level at strategic innovative thinking.

In contrary study results, a study done in Sweden by *Ek Styvén et al., (2022)* revealed that over half of the participants had high level at strategic innovative thinking.

Regarding the distribution of staff nurses' total personal branding level, the present study revealed that over half of nurses had a low level regarding personal branding, this finding might be the result of nurses is not interested in developing themselves or attending training courses on how to market themselves or maybe they have no time for attending courses about personal branding.

In agreement finding was similar with a study conducted in India by *Goyal & Kaur, (2023)* which presented that nurses had low personal branding level.

Disagreement study finding, a study conducted in Pakistan by *Ahmed et al., (2022)* which presented over half of the nurses had a high personal branding level.

Concerning the distribution of career development level regarding career development dimensions among the staff nurses, the current study showed over two

thirds of the staff nurses had low level of job satisfaction, this might be nurses have no time to attend training courses about career development or decrease of organizational support system and decrease of awareness about how important that career development courses can influence sustainability and employees career success and satisfaction.

In the same line findings, a study conducted in Egypt by *Abo Elmagd & Mohamed, (2020)* and revealed that over half of nurses had low job satisfaction level.

In contrary study finding, a study conducted in America by *Kechi & Iheduru, (2020)* which revealed that over half of them had high job satisfaction level.

Regarding the distribution of the nurses' total career development level, the present study findings indicated that over half of the nurses had low level of career development, this might be due to nurses are more busy in daily life activities than their career development and maybe due to the lack of hospital training resources.

In the same findings, a study conducted in China by *Zhang et al., (2022)* showed that over half of nurses had decrease level of career development and had no clear goals for their future plans.

In contrary study finding a study conducted in Egypt by *Mohammed et al., (2020)* indicated that over half of nurses had high level of career development, had clear goals for their future career advancement.

Concerning correlation between total personal branding and total career development between nurses. The present study showed that there was a high statistically significant positive correlation between nurses total personal branding and total career development, this might be due to one strategies of career development is considering personal branding.

In agreement with study finding, a study conducted in India by *Goyal & Kaur, (2023)* and indicated that there was a relation between personal branding and career development.

Also, in the same line findings , a study conducted in Finland by *Keränen, (2020)* who studied and indicated that there was a relation

between personnel branding and career development.

In addition, a study conducted in Poland by *Smolarek & Dzieńdziora, (2022)* and indicated that fact that personal branding has a significant impact on traditional approaches to the development

#### **Conclusion:**

A highly statistically significant positive correlation between personal branding and career development among staff nurses.

#### **Recommendation:**

- In-service educational programs about personal branding, marketing and career development such as workshops, conferences, and seminars periodically.
- Improve communication chances and formal systems for the exchange of information, views, concerns or ideas through conducting regular meeting or workshops for knowledge sharing.

#### **For further studies:**

- Study the Influence of personal branding on nursing image.

#### **Reference:**

- Abo Elmagd, N. S., & Mohamed, E. A. (2020).** Factors Affecting Nurses' Career Development and Its Relation to Turnover Intention. *American Journal of Health, Medicine and Nursing Practice.*, 5(1), 25–42.
- Abya, Somia. & Manasriya, R. (2019).** The impact of organizational factors on the effectiveness of personal marketing for physicians A case study of a sample of doctors in public hospitals in the city of Touggourt [Master's thesis, Kasdi Merbah University - Ouerghla]. Available at <https://dspace.univouargla.dz/jspui/handle/123456789/21252>
- Ahmed , W. B., (2018).** Factors Affecting Nurses' Career Development. Published thesis. Nursing Administration Department. Faculty of Nursing, Ain Shams University p.p 39-41.
- Ahmed, S., Usman Mumtaz, M., Nawaz Lodhi Associate Professor, R., & Idresss, A. (2022).** Establishing employer branding through employee value proposition for nurses: Evidence from private and public hospitals of Pakistan. *KASBIT Business Journal*, 15(2), 158–171.
- Blyth, D. L., Jarrahi, M. H., Lutz, C., & Newlands, G. (2024).** Self-branding strategies of online freelancers on Upwork. *new media & society*, 26(7), 4008-4033.
- Dašić, D., i Dašić, B. (2021).** Branding of states and nations in (post) Covid 19 era. in: D. Cvijanović. et al. (eds), *Tourism challenges amid Covid-19*, 161-179. Vrnjačka Banja: Faculty of hotel management and tourism. Retrieved at [doi:10.52370/TSC21162DD](https://doi.org/10.52370/TSC21162DD)
- Ek Styvén, M., Näppä, A., Mariani, M., & Nataraajan, R. (2022).** Employee perceptions of employers' creativity and innovation: Implications for employer attractiveness and branding in tourism and hospitality. *Journal of Business Research*, 141(September,2021),290–298.
- Gorbatov, S., Khapova, S. N., & Lysova, E. I.**

- (2019). Get Noticed to Get Ahead: The Impact of Personal Branding on Career Success. *Frontiers in Psychology*, 10(December). Retrieved at <https://doi.org/10.3389/fpsyg.2019.02662>
- Gorbatov, S., Khapova, S. N., Oostrom, J. K., & Lysova, E. I. (2020).** Personal brand equity: Scale development and validation. *Personnel Psychology*, 9. Retrieved at <https://doi.org/10.1111/peps.12412>
- Gorbatov, S., Khapova, S. N., Oostrom, J. K., & Lysova, E. I. (2021).** Personal brand equity: Scale development and validation. *Personnel Psychology*, 74(3), 505–542. <https://doi.org/10.1111/peps.12412>
- Goyal, R., & Kaur, G. (2023).** Identifying the impact of employer branding in the retention of nurses: the mediating role of organizational culture and career development. *Humanities and Social Sciences Communications*, 10(1), 1–10. <https://doi.org/10.1057/s41599-023-01794-9>
- Iis, E. Y., Wahyuddin, W., Thoyib, A., Ilham, R. N., & Sinta, I. (2022).** The effect of career development and work environment on employee performance with work motivation as intervening variable at the office of agriculture and livestock in Aceh. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 2(2), 227-236.
- Jacobson, J. (2020).** You are a brand: social media managers' personal branding and "the future audience". *Journal of Product & Brand Management*, 29(6), 715-727.
- Kechi, Iheduru, A. (2020).** Barriers to career advancement in the nursing profession: Perceptions of Black nurses in the United States. *Wiley*, 55, 664–677. <https://doi.org/10.1111/nuf.12483>
- Keränen, C. (2020).** The Role and Importance of Personal Branding In Individual's Career Development in Finland. Tallinn University of Technology.
- Korzh, A. & Estima, A. (2022).** The power of storytelling as a marketing toll in personal branding. *International Journal of Business Innovation*. 1(2). e28957. <https://doi.org/10.34624/ijbi.v1i2.28957>
- Mohammed, R. R., Wahab, E. A. A., & El-Sayed, R. I. (2020).** Factors Influencing Career Development among Nursing Staff at Port-Said Governmental Hospitals. *Port Said Scientific Journal of Nursing*, 7(1), 191–211.
- Niati, D. R., Siregar, Z. M. E., & Prayoga, Y. (2021).** The effect of training on work performance and career development: the role of motivation as intervening variable. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(2), 2385-2393.
- Panggabean, F. A., Hutapea, D. R., Siahaan, M. S. M., & Sinaga, J. B. L. A. B. (2022).** Pengaruh Komunikasi, Motivasi, Disiplin Kerja, Pengembangan Karir Dan Lingkungan Kerja Terhadap Kinerja Karyawan Pada Pt Pegadaian (Persero) Medan Area-1. *Jurnal Ilmiah Mea (Manajemen, Ekonomi, & Akuntansi)*, 6(2), 913–933.
- Park, Jin; Williams, Antonio; and Son, Sungwook (2020)** "Social Media as a Personal Branding Tool: A Qualitative Study of Student-Athletes' Perceptions and Behaviors." *Journal of Athlete Development and Experience: Vol.2: Iss.1, Article 4.* DOI: <https://doi.org/10.25035/jade.02.01.04>.
- Santoso, A. B., Oktafien, S., Roespinoedji, D., & Saudi, M. H. (2021).** Career Development Effect On Employee Performance Improvement. *Review of International Geographical Education Online*, 11(6).
- Scheidt, S., Gelhard, C., & Henseler, J. (2020).** Old practice, but young research field: A systematic bibliographic review of personal branding. *Frontiers in psychology*, 11, 1809.
- Smolarek, M., & Dzieńdziora, J. (2022).** Impact of personal branding on the development of professional careers of managers.
- Thompson, S.K. (2012):** Sampling. Third Edition. Hoboken, NJ: John Wiley & Sons, Inc.
- Zahoor, H. & Mustafa, N. (2022).** The

Association Between Healthcare Staff Personal Branding and Patients' Perceived Service Quality: An Evidence-Based Research Of The Healthcare Sector In Pakistan. In Traders International Trade Academic Journal, 5 (2), 138-154. Retrieved at [DOI: 10.55065/intraders.1131331](https://doi.org/10.55065/intraders.1131331)

**Zhang, W., Ma, X., Xiao, Q., Yu, S., Zhang, M., & Wang, X. (2022).** Career Development and Occupational Disease in Chinese Nurses: A Cross-Sectional Study. *The Journal of Health Care Organization, Provision, and Financing*, 59(1), 1–11. <https://doi.org/10.1177/00469580221092819>