

DEFINING YOUR PERSONAL BRAND

Friday, December 4, 2020
9 - 10 am EST

Meeting Link: <https://tinyurl.com/y693eock>



Guest Speakers: Dr. Sengun Yeniyurt and Dr. Weiwei Chen, Rutgers Business School

Moderated by: Professors Miheala Caponegro, and Sara Perryman, Rutgers Writing Program

All Students Welcome!

For more info contact: Mihaela Caponegro: mihaelag@english.rutgers.edu

This Global Conversation will explore:

- **Branding:** What is it and why do we need to understand its value?
- Creating a **personal brand** for use in the professional world.
- How **influencers** (on social media and elsewhere) shape us.
- Staying **relevant** and ahead of the curve.
- Using **culture shock** as an opportunity for reinvention.
- **YOUR questions!**



SPEAKERS:



Dr. Sengun Yeniyurt is a Dean's Research Professor and the Chair of the Marketing Department at Rutgers Business School. He has an outstanding interdisciplinary research record, and currently serves as the founding Co-Editor-in-Chief of Rutgers Business Review (RBR). He also serves as the Founding Co-Director of the Center for Market Advantage. Dr. Yeniyurt studies market strategies using econometric models, and bridges multiple disciplines: marketing, supply chain management, innovation management, and international business. His research has appeared in top journals in each of these disciplines as well as *Forbes*, *IB Times*, and *PR Newswire*.



Dr. Weiwei Chen is an associate professor in the Rutgers Business School. His research interest lies in the operations and finance interface, as well as supply chain operations planning and scheduling. He also works on simulation and randomized global optimization methodologies. He has extensive experience working with businesses and public sectors, especially in energy and healthcare, to improve strategic decisions and operational efficiencies using data analytics. His work has appeared in *Operations Research*, *Manufacturing & Service Operations Management*, *Interfaces*, *Automatica*, *IEEE Transactions on Automatic Control*, *IEEE Transactions on Smart Grid*.



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