

# **The Effect of Cultural Components on Individual Competencies based-personal Brand on Regarding the Level of Education and Gender of Guilan General Telecommunications Staff**

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**The main purpose of the present research was to explain the The Effect of Cultural Components on Individual Competencies based-personal Brand on Regarding the Level of Education and Gender of Guilan General Telecommunications Staff. In this case, the main question of this study is: was Cultural Components effect on Individual Competencies based-personal Brand on Regarding the Level of Education and Gender of Guilan General Telecommunications Staff? The present research is a functional study in terms of objective a type of descriptive. It is a field study in terms of data collection. The statistical population of the study was the employees of Guilan General Telecommunications (N=210). Sampling method has been Non Probability Convenience Sampling. The sample size was determined as 149 employees using unlimited Cochran's formula. The data were analyzed using SPSS22 and smart pls2 software. Four hypotheses were provided in this research. The results of the study showed that dimensions of cultural components (values and beliefs, motivational patterns, lifestyle and tolerance of ambiguity effect on the development of personal brand competencies according to the level of education and gender of the Guilan General Telecommunications Staff.**

**Keywords : Cultural components, Personal competency based on personal brand**

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