

PERCEPTION OF THE IMPORTANCE OF PERSONAL IMAGE AS A TOOL FOR PROFESSIONAL DEVELOPMENT, AT THE ENGINEERING LEVEL CASE: INSTITUTO TECNOLÓGICO DE MILPA ALTA II

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Abstract-- The research focuses on the perception and importance that students have of their personal image in order to access or keep a job, since academically they are being prepared to go out to the workplace, where they will have to make use of attitudes and skills to get a job in the companies, and for this they face a competition in which they have to excel not only for their knowledge, but also for the image they project.

Thus, personal image has become a tool in professional development, where engineering students recognize the importance of it to achieve their work objectives.

Keywords-- Imagology. personal image, status.

INTRODUCTION

Nowadays, image is studied through imagology, which is its science, where colorimetry and color theory of clothing, attitude, verbal and non-verbal communication must be considered, which together define the image of a person, which is the letter of introduction they have before an organization. This image is transformed according to the position and the type of company where you work, however, this change happens from one moment to another, since there are several factors to take care of.

Educational institutions work on the formation of students so that when they

The aim of this work is to give students an overview of the importance of personal image as a tool that allows them to position themselves in the professional field. This work seeks to give students a general overview of the importance of personal image as a tool that allows them to position themselves in the professional field.

Nowadays, the labor market has changed and companies are more concerned about the personal image of their employees, because they consider it as a letter of introduction to their customers, suppliers and other organizations, resulting in the non-hiring or non-promotion of personnel if they consider that it is not in line with the company and position.

Through the application of quantitative methodology, data were obtained that help to demonstrate that students recognize the importance of personal image and that this is the main letter of introduction they have to get and/or keep a position in an organization because it directly influences the professional image.

PROBLEM STATEMENT

Today, the image that is projected is the letter of introduction for any person, whether in the personal, work, academic or social sphere. Not showing a congruent aspect to the context, in addition to the attitude and aptitude, represents losing opportunities in the professional field.

Organizations consider human capital as their most valuable asset and just as they are selective with their knowledge and experience, they are selective with their image, those who do not meet these requirements are relegated, therefore not having training and awareness of the care of personal image causes a problem when there is no attention to it, because it has an influence on the strata, as it is the way they are classified and / or judged.

GENERAL OBJECTIVE

To determine the perception that students of the Instituto Tecnológico de Milpa Alta II (ITMA II) have regarding the importance of projecting a suitable personal image and the impact it generates in the professional environment.

SPECIFIC OBJECTIVES

- Design an evaluation instrument to determine the students' perception of the ITMA II have of the importance of personal image.
- Determine the factors that affect or benefit personal and professional image.
- Apply the instrument to a sample covering the three careers.
- Analyze the results y present conclusions.

PROBLEM DEFINITION

This research was carried out with students of Computer Systems Engineering, Business Management Engineering and Industrial Engineering of ITMA II.

THEORETICAL FRAMEWORK

Due to the changes in the labor market, the professional image helps engineers to create and gain a place in the minds of organizations to be hired and when they have obtained the position they are positioned in the minds of their customers, suppliers and other organizations. The right positioning is to be seen as competitive. Professional image is an abstract concept, it is the result of the perception of different aspects such as the way of dressing, body language, verbal expression and attitudes. That is why importance has been given to personal image through studies carried out by the science called "imagology" and image engineering.

Image is the external appearance of people or things [1].

The personal image is the whole set of qualities that we transmit in the external image, expression, attitude and aptitude [2].

The personal image is surrounded by different aspects which are:

- Physical conditions
- Verbal expression
- Corporal expression
- Attitudes and behavior.

Imagology, as Gordoia says, has its etymological origin in the Latin word *imago*, which means image and is defined as the figure, representation, likeness and appearance of a thing, and the other part that composes it is *logia*, which is the study, the science, the expression of something, a term that in turn is derived from *logos*, which means word [3].

Image engineering is a set of knowledge and techniques which allow to apply imagology to the emission of stimuli that will create or modify the perception of something. It provides many emotional stimuli that generate a purchase behavior. It mobilizes sensitivity [4].

Color theory through colorimetry define the appropriate colors to use depending on the activity to be performed, such as an interview, a meeting, daily activities in the workplace, etc.. So it supports the physical aspects.

Sociology, linguistics and psychology suggest the causes of the first impression almost instantly based on appearance, behavior and communication. And that impression will last for a long time, hence the phrase: first impressions are never forgotten.

But as Gentile points out, the image as an impeccable physical appearance with an empty mind, without personality, is useless. A prodigious mind with a sloppy or dirty appearance, either [5].

The research process is made up of several stages, which are the basis for the development of the same, that research is a set of systematic, critical and empirical processes that are applied to the study of a phenomenon or problem [6].

Methodology is the science that teaches us how to manage a certain process efficiently and effectively to achieve the desired results and aims to give us the strategy to follow in the process [7].

Thus, the research is based on the quantitative approach: it takes numerical measurements as the center of its research process, it observation to arrive at the answers to its research questions. In this approach, Statistical Analysis is necessarily used, the research idea is established. The research questions, the objectives are formulated, the hypotheses are derived, the variables of the process are chosen and through a process of calculation the hypotheses are contrasted. This approach is rather used in processes that by their nature can be measurable or quantifiable [7].

The following is a comparison of the research stages of the quantitative and qualitative processes. According to Sampieri (2014).

Table 1. Comparison of research stages of quantitative and qualitative processes [6].

Características cuantitativas	Procesos fundamentales del proceso general de investigación	Características cualitativas
- Fundamentado en la revisión analítica de la literatura - Orientación hacia la descripción, predicción y explicación - Específico y acotado - Centrado en variables - Dirigido hacia datos medibles u observables	Planteamiento del problema	- Basado en la literatura y las experiencias iniciales - Orientación hacia la exploración, la descripción y el entendimiento - Emergente y abierto que va enfocándose conforme se desarrolla el proceso - Dirigido a las experiencias de los participantes
- Direcciona el proceso - Justifica el planteamiento y la necesidad del estudio	Revisión de la literatura	- Contextualiza el proceso - Justifica el planteamiento y la necesidad del estudio
Generalmente predeterminadas, se prueban	Hipótesis	Generalmente emergentes
Preestablecidos, se implementan "al pie de la letra"	Diseños	Emergentes, se implantan de acuerdo con el contexto y circunstancias
El tamaño depende de qué tan grande sea la población (un número representativo de casos). Se determina a partir de fórmulas y estimaciones de probabilidad	Selección de la muestra	El tamaño depende de que comprendamos el fenómeno bajo estudio (casos suficientes). La muestra se determina de acuerdo al contexto y necesidades
- Instrumentos predeterminados - Antes de proceder al análisis se recaban todos los datos	Recolección de los datos	- Los instrumentos se van afinando - Los datos emergen paulatinamente
- Los datos encajan en categorías predeterminadas - Análisis estadístico - Descripción de tendencias, contraste de grupos o relación entre variables - Comparación de resultados con predicciones y estudios previos	Análisis de los datos	- Los datos generan categorías - Análisis temático - Descripción, análisis y desarrollo de temas - Significado profundo de los resultados
Distribuciones de variables, coeficientes, tablas y figuras que relacionan variables, así como modelos matemáticos y estadísticos	Presentación de resultados	Categorías, temas y patrones; tablas y figuras que asocian categorías, materiales simbólicos y modelos
- Estándar - Objetivo y sin tendencias	Reporte de resultados	- Emergente y flexible - Reflexivo y con aceptación de tendencias

Phases of the quantitative process according to Sampieri (2014).

Phase 1 Idea

Phase 2 Problem statement

Phase 3 Literature review and development of the theoretical framework

Phase 4 Visualization of the scope of the study

Phase 5 Development of hypotheses and definition of variables

Phase 6 Development of the research design

Phase 7 Definition and selection of the sample

Phase 8 Collection of data

Phase 9 Data analysis

Phase 10 Preparation of the report of results".

During data collection, questionnaires are used to obtain information, with closed questions for coding.

DEVELOPMENT OF THE RESEARCH

Based on the different events that have taken in the labor market and research conducted by organizations, we want to demonstrate the impact that the image of engineers has on the labor market, in order to provide them with competitive tools.

The collection of information in the work environment of the results of a professional image provides data such as the following:

According to Lucario (2016) a survey conducted. a more than of 500 Mexican professionals showed not only that 65% of them consider that the use of tattoos, piercings and piercings generates employment discrimination, but that this extends to striking hair colors or dreadlocks (57%), sexual orientation (54%), disability (48%) and clothing (47%) [8].

The OCC Worldwide survey adds that the main reasons for not hiring people with tattoos or piercings could be that their image is not in line with the company's organizational culture (52%), that their appearance is unprofessional (21%), that the decision is part of organizational policies (11%) and that their "look" conveys rebelliousness (10%).

The majority of respondents consider that, in of work, the use of tattoos or piercings should be irrelevant as it does not alter job performance.

The survey points out that tattoos and piercings:

- They reduce the chances of getting a job (74%).
- They minimize opportunities for professional growth (52%).

- Produce segregation or make the subject the victim of constant teasing or mobbing (35%).
- They increase the probability of dismissal (29%).

Of the total respondents 45% were over 30 years of age and 55% were under 29 years of age; of this total, 33% wore tattoos or piercings.

A survey revealed that 74 percent of professionals believe that these reduce their chances of getting a job.

On March 27, 2018, it was published in the newspaper el Universal that harassment and discrimination within workplaces orillaron 18 thousand 61 people to leave their jobs during 2017, to figures from INEGI.

- The number of people who decided to leave their jobs for this reason was higher than that reported a year earlier, when there were 17,185 cases.
- According to the National Occupation and Employment Survey, the largest proportion of registered cases corresponds to men.
- INEGI reported that 10,418 men (57.7% of the cases) decided to leave their jobs because of discrimination based on age, physical appearance or image, and also because of harassment or mistreatment in the workplace.
- In the case of women who claimed to have left their jobs because of the image, there were 7,643 cases (42.3% of the total).
- The numbers show that for this reason almost 100 thousand people decided to leave their workplaces in the last five years. It was in 2013 when this factor reported the highest number of cases, with 21 thousand 490 records, while in 2016 the lowest figure was recorded, with 17 thousand 185 [9].

According to the information obtained from INEGI, the impact of personal and professional image in the labor market can be observed.

The first impression is never forgotten, it is a saying that applies 100% in terms of personal and professional image, the first contact that engineers have with organizations is their resume, which was the written cover letter and it is said "was" because today they are requesting a video where they are asked for a period of time the interested in a position les

provide information about their training, summary of experience achieved so far, skills and personal data. Physical aspects, verbal expression and corporal expression are evaluated through this video.

Unfortunately, many of them are rejected for not being dressed appropriately for the position requested, for the type of company, for the place where they are located, for being nervous, for not expressing themselves as engineers (safety, relevance, vocabulary, etc.).

Colorimetry and color theory in clothing theory, provides us with information for us to make the decision of what to wear and how to combine it, depending on the activity we are going to perform [10].

That is why the physical appearance that is the clothing, accessories, personal hygiene, etc. is complemented by body language, posture, gestures, type of look, movement, etc. and at the time when verbal language comes into action such as tone of voice, the type of words used, the ideologies that are promoted, etc. and finally there is the attitude shown, where you can highlight the enthusiasm, optimism, motivation, interest, empathy and the application of human values. Combining all elements makes a fusion that impact positively or negatively [11].

Projecting the right image is not an easy task, since many aspects come into play that must taken into account to achieve balance and achieve the objective.

The interesting thing about this theme is that the image is modifiable, it can be changed or transformed and thus get more out of it.

The image is a concept of yourself. This concept develops in your mind, you think you are one way and normally you will try to look like what you are, projecting it into the physical universe so that, once the concept is out there, it will be interpreted by the people around you [12].

The qualitative research was carried out using questionnaires, which are made up of questions with options; no open-ended questions were used, and the questionnaires are made up of questions with options.

questionnaires were applied to engineering students.

SAMPLE SIZE

To calculate the sample size, a formula can be applied or sample size tables can be used. With respect to a population of approximately 500 students, the sample was taken according to 147 students, where it is considered to have an error of 7% with a degree of reliability of 93% when using the table to determine the sample.

DATA COLLECTION

According to the established sample, questionnaires were applied to students of the three careers of Computer Systems Engineering, Industrial Engineering and Business Management of ITMA II.

DISCUSSION AND ANALYSIS OF RESULTS

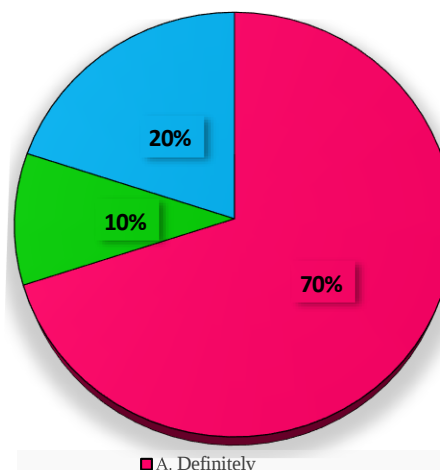
According to the data obtained from the documentary research and the application of the research tools, it is determined that the personal image is related to the professional image and this has to go according to the organization and its requirements, because nowadays it is essential to position oneself with customers, suppliers and other organizations.

Engineers will face strong competition in the job market and have to demonstrate that they are the best option and that if they make an impact with their presence, body language, verbal expression and attitudes, the next stage is to demonstrate their knowledge acquired during their academic training.

The data obtained from the application of the questionnaires are shown below:

Seventy percent of respondents believe that personal image has a definite influence on professional success, while 20% believe that it has no influence (See Graph 1).

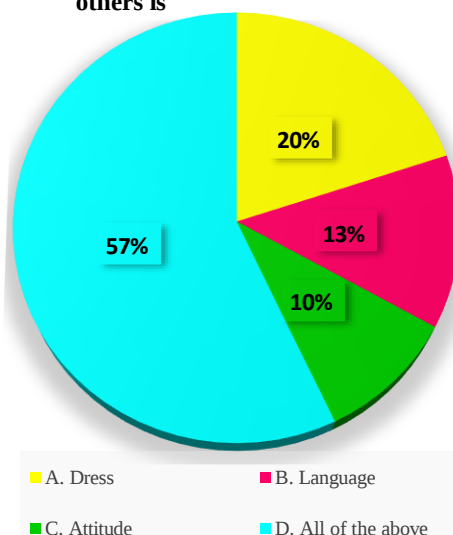
1. Do you believe that personal image influences professional success?



Graph 1. Results of the question Do you think that personal image influences professional success?

57% of respondents consider that personal image is centered on dress, language and attitude at the same time (see graph 2).

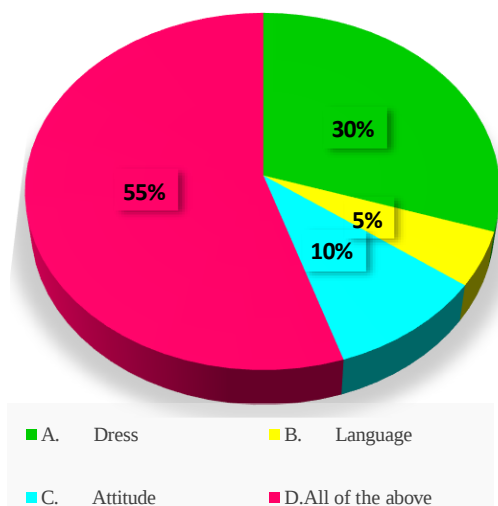
2. Do you believe that your personal image in the eyes of others is



Graph 2. Results of the question Do you believe that your personal image in the eyes of others is centered on?

Fifty-five percent of respondents believe that professional image is influenced by dress, language and attitude at the same time (see graph 3).

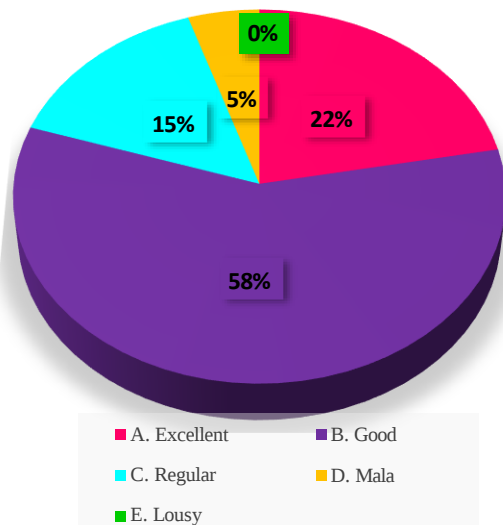
3. Considers professional image to be influenced by:



Graph 3. Results of the question "Do you consider that the professional image is influenced by:."

58% of respondents consider their personal image to be good, only 5% consider it bad (see graph 4).

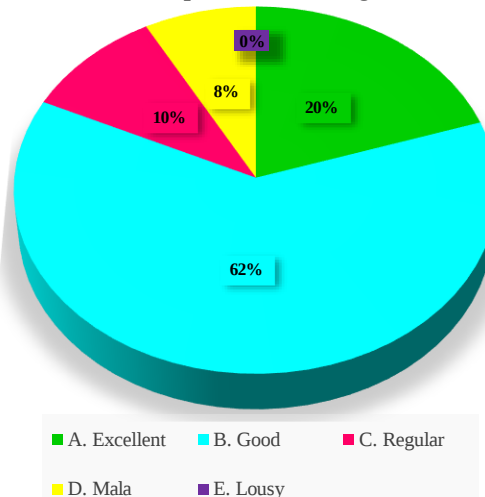
4. How do you consider your personal image?



Graph 4. Results of the question "How do you consider your personal image?"

Sixty-two percent of those surveyed consider their image to be good; only 8% consider it to be bad (see graph 5).

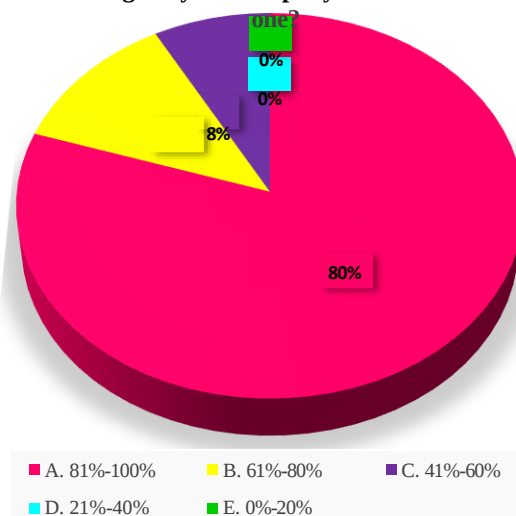
5. How do you consider your professional image?



Graph 5. Results for the question How consider your professional image?

Eighty percent of respondents believe that personal image influences professional image from 81% to 100%, only 8% believe it influences it from 41% to 60% (see graph 6).

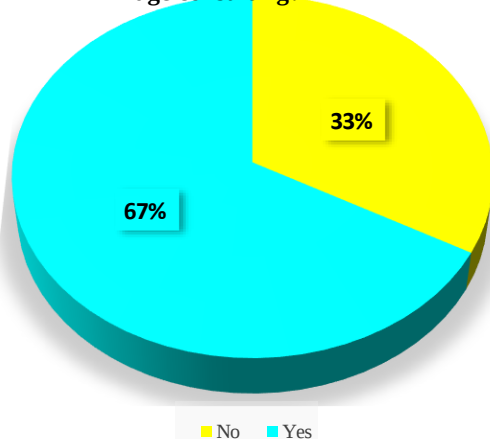
6. Do you consider that the personal image influences the professional image in your company?



Graph 6. Results of the question Do you consider that personal image influences one's professional image?

67% of respondents are willing to pay for image consulting, 33% would not (see graph 7).

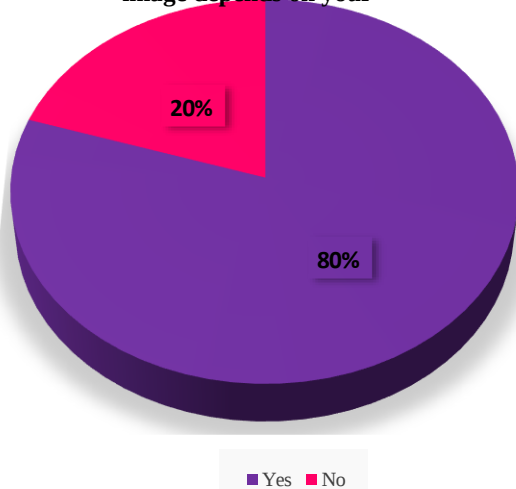
7. Would you be willing to pay image consulting?



Graph 7. Results of the question: Would you be willing to pay for image consulting?

Eighty percent of the respondents consider that personal image depends on their economy, 20% do not (see graph 8).

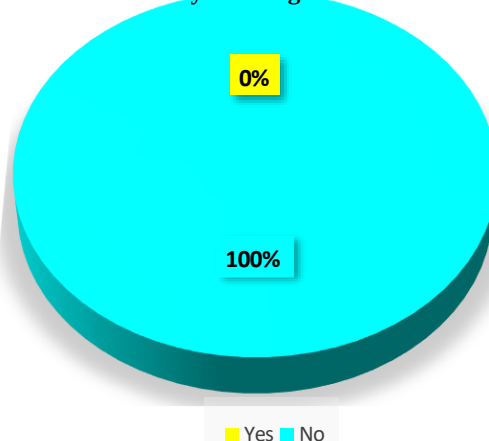
8. Do you consider that your personal image depends on your



Graph 8. Results of the question: Do you consider that personal image depends on your economy?

None of the respondents have been mistreated psychologically, at school, because of their image (see graph 9).

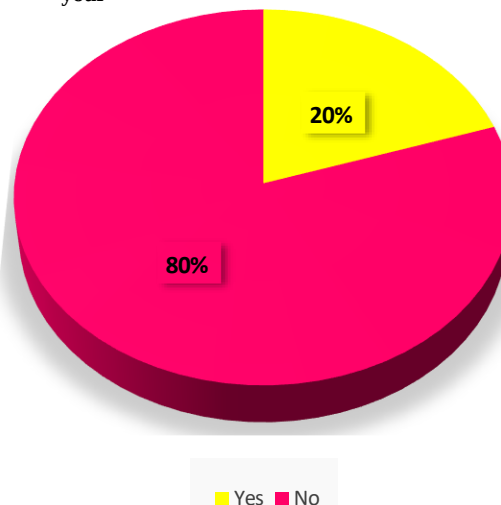
9. Have you ever been mistreated psychologically at school because of your image?



Results of the question: Have you been mistreated psychologically at school because of your image?

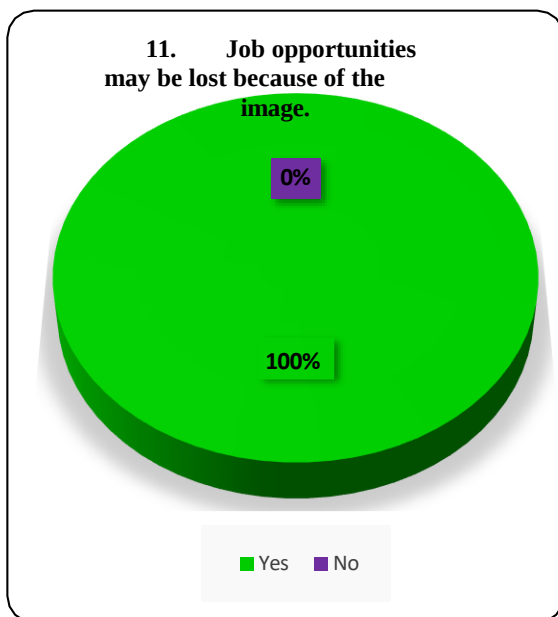
80% of respondents have never been mistreated psychologically in their company, 20% have (see graph 10).

10. Have you ever been mistreated psychologically in your company for your



Graph 10. Results of the question: Have you ever been mistreated psychologically in your company because of your image?

100% of respondents believe that job opportunities may be lost because of the image (see graph 11).



Results of the question: Job opportunities may be lost because of the image.

The academic environment for many students represents a stage of preparation to enter the labor field. It is possible to appreciate in the results of the graphs that there is an awareness of the importance of personal and professional image interrelated and projected through dress, language, aptitudes and attitudes.

The perception that the students have of themselves in terms of their personal image is good, which contributes in a transcendental way in the professional aspect, however, the economic aspect is also an aspect to be considered, because 80% consider that it is a basic element on which the image depends. And it really could be an aspect that, if it has an impact on the visual at first, but it should not be forgotten that it is also accompanied by linguistic skills, behavior (attitudes) of performance (aptitudes), etc., which make it up, so it is a whole set of aspects.

More than 65% of the students would be willing to pay for counseling. This shows that there really is an awareness of the importance of looking "good" professionally, because for many it is the basic element to achieve professional achievements, it is the way to be accepted and as indicated by the students, where 100% consider the possibility of losing a job because of the image they project.

CONCLUSION

Today's world is immersed in a society with stereotypes, personal image is considered a basic tool for engineering graduates, looking good is not enough, one must project feeling good and confident of what one is and knows.

It is therefore important to work on the personal and professional image that students should have, to prepare them in a comprehensive manner where being, knowing and doing form the basis of themselves in all areas.

The students' perception of the subject is real, they know the importance of personal image and how it influences the professional aspect, determining this knowledge leads to strategies that contribute to preparation, because personal image, as has been reiterated throughout the work, is not only what is seen, it implies attitudes and aptitudes that are developed in the different areas of life.

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