**ABSTRACT**

Our purpose in this article is to explore the phenomenon of scientist’s personal brand (SPB) to better understand the relationship between organizational culture, institutional identity, and a scientist’s (self‑) image. In doing so, we used Hatch and Schultz’s model of the dynamic of organizational identity which links culture and image via four processes: 1) mirroring – where identity is mirrored in the image of others; 2) reflecting  – where identity is embedded in cultural understanding; 3) expressing – where culture makes itself known through identity claims; and 4) impressing – where expressions of identity leave impressions on others. Qualitative research methods, based on individual In‑depth interviews (IDI) with eleven scientists who represented public and private institutions in Poland, allowed the Athos to examine and develop the concept of SPB within the context of an organizational identity approach. We found from the IDI four recurring themes: the idea that SPB reflects cultural understanding, mirrors images of others’ expressions of identity, leaves impressions on others, and is constructed through scientists’ reflexive practices.