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**DOES THE TEACHER'S PERSONAL BRAND INFLUENCE THE PARENT'S
PERCEPTION TOWARDS EARLY EDUCATION PROCESS?**

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Abstract

Today, the educational process of preschool children is influenced by a lot of factors; starting with the social context, regional and local resources, parent's educational background, child's features of personality etc.

Parents, currently, try to provide to their children the best educational services to their children for being future responsible citizen.

The paper tries to reveal the influences that the teacher's professional brand has in the process of evaluation of early education by the child's parents.

The conclusions are significant for developing proper counselling programs addressed to parents that have child enrolled in kindergartens and to teachers that provided educational services for preschool children.

Keywords: teacher's professional brand, parental openness, early education, family functions

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