What is impression management commerce flashcard

Contents

Impression Management is a procedure by which people in societal state of affairss manage the scenes and their frock, words and gestures to match to the feelings they are seeking to do or the image they are seeking to project. A individual ' s ability to pull off feelings will be affected by the really scene in which he is making so. It can be affected by qualities or features of the individual such as gender, age, personality features etc. This research intends to look into the effects of environmental factors like Organizational Culture and personality factors like Emotional Intelligence on Impression Management in organisational scenes. The steps of Impression Management are Self Presentation, Self Monitoring, Desirable Responding and Ingratiation.

Integrating Impression Management in today ' s research and pattern is get downing to give a better apprehension of how organisational procedures are well affected by single issues of how they are seen by others. Particularly in service industries, the consequence of result of interactions of the employees with the clients is an inevitable portion of portraying their individuality.

Most of the actions in the service industry holding a legal importance, it is extremely indispensable that controlled image presentation should non do any misrepresentations. Hence, It is indispensable that the employees should cognize the tactics of Impression Management and able to flash the Impression Management in the best manner possible by them.

Emotional Intelligence is the capacity for acknowledging our ain feelings and those of others, for actuating ourselves, and for pull offing emotions efficaciously in ourselves and others. Today ' s organisations are largely client driven and warrant extremely intelligent employee behavior. When Impression Management is looked upon as an employee ' s behavior in organisational scenes it is obvious that Organizational Culture has an influence on it. This would ask supportive organisational patterns to ease appropriate employee behavior which would heighten organisational effectivity. Therefore in this respect this survey purports to analyze the influence of Culture to ease appropriate behaviors in employees and using their Emotional Intelligence in organisational scenes.

5. 2. Statement OF THE PROBLEM

Impression Management tactics play a major function in societal interaction between co-workers, particularly when they have to depend on each other for carry throughing relevant work outcomes. An apprehension of the Organization Culture of the scene and Emotional Intelligence of the individual helps in developing the appropriate Impression Management Skills of employees. Hence, the job statement is as follows:

" To analyze the relationship of Emotional Intelligence and Organizational Culture up on the Impression Management factors and the extent to which one influences the other "

The aim of this survey is to convey out the relationship among Emotional Intelligence, Organizational Culture and Impression Management. Further, the literature has besides depicted the linkages among Impression direction

and personality traits like Emotional intelligence and environmental factors like Organizational Culture. The present theoretical account is labelled as ' Impression Management – Emotional Intelligence – Organizational Culture ' Model. (Figure 1 in Chapter 2)

5. 3. Need FOR THE STUDY

Impression Management is a normal behavior of people. Emotional Intelligence of the individual and Organizational Culture of the scene he or she is present has a bearing on the Impression Management behavior by the individual. The extent to which these two parametric quantities have a relationship with Impression Management needs to be examined to understand this topic better. Hence, a survey is undertaken in this country.

Barely any research has been done in India on the relationship of Emotional Intelligence or Organizational Culture on Impression Management. Most of the universe broad surveies have concentrated merely on few steps of Impression Management and they were mostly focused on Impression Management as a perversive factor. This has left a spread in the apprehension of Impression Management as a whole and besides as an mundane behavior.

In the service industry between the merchandise and the donee there is an intermediary. Often the beneficiary relates the quality aspects to the mediator who delivers the merchandise through his professional pattern. This is the service quality. Hence in the service Industry, the consequence of result of interactions of the employees with the clients is an inevitable portion of portraying organisation ' s individuality and quality. This makes it

indispensable that service sector employees should cognize the tactics of Impression Management and be able to flash the Impression Management in the best manner possible by them. (Priyadarshini. R & A ; Rani C, 2004) .

Particularly in an industry like Healthcare, the patients are nescient about the proficient facets of medical attention and most factors such as medical equipments, substructure etc. , and factors other than human resources are indistinguishable in comparable infirmaries. Hence they tend to impute the quality of service to the Impression Management techniques used by the health care professionals. Hence the Healthcare Industry is chosen for present survey.

The undermentioned research inquiries remain unreciprocated: –

Do Healthcare professionals prosecute in Impression Management?

How does Impression Management affair to the health care sector?

Is the Emotional Intelligence- Organizational Culture- Impression Management Model relevant to healthcare Industry?

Are more emotionally intelligent health care professionals capable of holding better Impression Management behaviour?

Does the Organizational Culture in Healthcare Industry affect the Impression Management behavior of assorted health care professionals?

The present probe purposes to reply all the above research inquiries and to formalize the Model of " Impression Management – Emotional Intelligence-Organizational Culture " for Healthcare Industry in Tamil Nadu province.

5. 4. Aim OF THE STUDY

The followers are the specific aims of the research: –

a. To analyze the extent of relationship between Emotional Intelligence and Impression Management among Healthcare professionals.

B. To analyze the extent of relationship between Organizational Culture and Impression Management among professionals in Healthcare sector.

5. 5. RESEARCH HYPOTHESIS

Based on the aims, the undermentioned hypotheses are formulated to get at meaningful consequences and findings: –

H1: There is no important relationship between Emotional Intelligence and Impression Management

H2: There is no important relationship between Emotional Intelligence and Desirable Responding

H3: There is no important relationship between Emotional Intelligence and Self Presentation.

H4: There is no important relationship between Emotional Intelligence and Ingratiation

H5 There is no important relationship between Emotional Intelligence and Self Monitoring

H6: There is no important relationship between Organizational Culture and Impression Management

H7 There is no important relationship between Organizational Culture and Desirable Responding

H8: There is no important relationship between Organizational Culture and Self Presentation.

H9: There is no important relationship between Organizational Culture and Ingratiation

H10 There is no important relationship between Organizational Culture and Self Monitoring

H11: The respondents belonging to different Genders would stay homogeneous on their tonss on Impression Management

H12: The respondents belonging to different Genders would stay homogeneous on their tonss on Desirable Reacting

H13: The respondents belonging to different Genders would stay homogeneous on their tonss on Self Presentation

H14: The respondents belonging to different Genders would stay homogeneous on their tonss on Ingratiation

H15: The respondents belonging to different Genders would stay homogeneous on their tonss on Self Monitoring

H16: The respondents belonging to different Types of Services would stay homogeneous on their tonss on Impression Management

H17: The respondents belonging to different Types of Services would stay homogeneous on their tonss on Desirable Reacting

H18: The respondents belonging to different Types of Services would stay homogeneous on their tonss on Self Presentation

H19: The respondents belonging to different Types of Services would stay homogeneous on their tonss on Ingratiation

H20: The respondents belonging to different Types of Services would stay homogeneous on their tonss on Self Monitoring

5. 6. Methodology: Design OF THE STUDY

The aim, hypothesis and logistics of the present survey demand the research worker to take the descriptive sample study design for obtaining the primary informations for the present survey.

5. 7. RESEARCH SETTING, STUDY POPULATION AND SAMPLING FRAME

The survey was conducted in the health care industry of the province of Tamil Nadu, India. Tamil Nadu ranks figure three in footings of the entire figure of infirmaries and besides ranks figure one in footings of the assets

held by infirmaries in India. Three classs of health care professionals viz. , Doctors, Nurses and Paramedical staff participated in the survey.

Hospitals with more support and hence larger which are located in metropoliss tend to prosecute in better and seeable Impression Management behavior. Hence, the principles for inclusion in the sampling frame were chosen as follows:

A to B2 metropoliss in Tamil Nadu (Government of India Classification for CCA /HRA)

Private Multi forte infirmaries

Large infirmaries with a bed strength of more than 400 accredited beds

Hospitals which are listed in the Indian Medical Association – Tamil Nadu chapter

This sampling frame included 9 infirmaries in Chennai, Coimbatore, Madurai and Thiruchirapally as below: –

City

Madras

Coimbatore

Madurai

Thiruchirapally

Hospitals

Apollo Hospitals (Greams Road) ,

MIOT Hospitals,

Sri Ramachandra Hospitals.

GKNM Hospital,

KG Hospital,

Ramakrishna Hospital,

PSG Hospitals.

Meenakshi Mission Hospital.

Kavery Medical Center

Of the nine infirmaries listed above, three refused to take part in the survey and therefore the staying six infirmaries were included. Three of the take parting infirmaries demanded confidentiality sing engagement in the research. Hence, the names of the infirmaries participated in the survey from the above list are withheld.

5. 8. SAMPLE DESIGN

The present survey has adopted graded proportionate simple random trying method and 10 % of the health care professionals were selected for the survey. The respondents were chosen by the several HR sections of the

infirmaries from the employee list. The standard for inclusion in the list are given in the undermentioned subdivision.

5. 9. Sampling CRITERIA

Subjects included in the sample were selected to run into specific standards. The health care professionals had to run into the following standards to be included in the survey.

Doctors

Had to be full clip employees of the infirmary

Should non hold any portion clip or sing pattern or confer withing pattern else where

Should hold completed MBBS and internship

Be willing to take part

Be of either gender or any age

Nurses

Should hold completed a lower limit of Diploma (GNM) or graduation (B Sc) in nursing

Had to be full clip employees of the infirmary

Be willing to take part

Be of either gender or any age

Paramedical Staff

Had to be full clip employees of the infirmary

Should non hold any portion clip or sing pattern or confer withing pattern else where

Should hold completed a lower limit of Diploma or graduation in any paramedical subject

Be willing to take part

Be of either gender or any age

5. 10. Categorization OF VARIABLES

Table No

Paradigm demoing important variables

Variable

Operational Level Factors

Independent variables

Gender

Type of services

Emotional Intelligence

Organizational Culture

B. Dependent Variables

Impression Management: Desirable Responding, Self Presentation,

Ingratiation, Self Monitoring

5. 11. TOOLS USED FOR THE STUDY

Sing the aims, operational definitions, variables, the undermentioned tools

were adopted, developed, validated and prepared to bring forth the

information for the present survey.

Table No

Table demoing the tools used in the survey

S. No

Name of the Tool

Remarks

1

Desirable responding: Marlowe Crowne ' s Social Desirability Scale

Adopted

2

Self Presentation: Roth et al Self Presentation Scale

Adopted

3

Ingratiation: Kumar & A ; Beyerlein ' s Measure of Ingratiating Behavior in Organizational Settings (MIBOS)

Adopted

4

Self monitoring: Snyder ' s Self Monitoring Scale

Adopted

5

Emotional Intelligence: Schutte et Al ' s Self-Report Emotional Intelligence Test (SREIT)

Adopted

6

Organizational Culture: Udai Pareek ' s the OCTAPACE Scale

Adopted

5. 12. STATISTICAL TECHNIQUES USED FOR THE STUDY

Sing the hypotheses, the collected information from 6 different establishments were screened, scrutinized and analyzed utilizing appropriate statistical techniques and standardized.

The collected information was subjected to the undermentioned analysis in order to verify the hypothesis formulated and to formalize the theoretical

account developed for the present survey, by utilizing the package SPSS-Statistical Package for Social Sciences.

5. 12. 1. PERCENTATGE ANALYSIS

This is chiefly used in the survey to happen the per centum wise distribution of the different classs of respondents. This analysis is carried out to depict the responses with regard to their demographic profiles.

5. 12. 2. Arrested development Analysis

Arrested development Analysis was done to happen out the relationship between assorted steps of Emotional Intelligence, Organizational Culture and Impression Management.

5. 12. 3. ANOVA

Analysis of discrepancy was worked out to analyze the a fluctuation in the mean mark values among the assorted Gender, Type of services and Impression Management steps, viz. , Desirable Responding, Self Presentation, Ingratiation, Self Monitoring.

5. 13. FINDINGS OF THE PRESENT STUDY

From the analysis of the consequences the undermentioned specific findings of the survey were arrived.

There exists a important relationship between Emotional Intelligence and Impression Management (at 5 % significance degree) as the ascertained value of the chance (0. 000) is less than alpha value (0. 05) .

There exists a important relationship between Organizational Culture and Impression Management (at 5 % significance degree) as the ascertained value of the chance (0. 000) is less than alpha value (0. 05) .

There exists a important relationship between Emotional Intelligence and Desirable Responding (at 5 % significance degree) as the ascertained value of the chance (0. 000) is less than alpha value (0. 05) .

There exists a important relationship between Emotional Intelligence and Self Presentation (at 5 % significance degree) as the ascertained value of the chance (0. 000) is less than alpha value (0. 05) .

There exists a important relationship between Emotional Intelligence and Ingratiation (at 5 % significance degree) as the ascertained value of the chance (0. 000) is less than alpha value (0. 05) .

There is no important relationship between Emotional Intelligence and Self Monitoring (at 5 % significance degree) as the ascertained value of the chance (0. 000) is greater than alpha value (0. 05) .

There exists a important relationship between Organizational Culture and Desirable Responding (at 5 % significance degree) as the ascertained value of the chance (0. 000) is less than alpha value (0. 05) .

There exists a important relationship between Organizational Culture and Self Presentation (at 5 % significance degree) as the ascertained value of the chance (0. 000) is less than alpha value (0. 05) .

There exists a important relationship between Organizational Culture and Ingratiation (at 5 % significance degree) as the ascertained value of the chance (0. 000) is less than alpha value (0. 05) .

There exists a important relationship between Organizational Culture and Self Monitoring (at 5 % significance degree) as the ascertained value of the chance (0. 000) is less than alpha value (0. 05) .

There exists a important difference (at 5 % significance degree) in the average tonss of Impression Management between Genders, of respondents of health care professionals.

There exists a important difference (at 5 % significance degree) in the average tonss of Desirable Reacting in relation to Genders, of respondents of health care professionals.

There is no important difference in the average tonss of Self Presentation (at 5 % significance degree) between Genders, of respondents of health care professionals.

There is no important difference in the average tonss of Ingratiation (at 5 % significance degree) between Genders, of respondents of health care professionals.

There exists a important difference (at 5 % significance degree) in the average tonss of Self Monitoring between Genders, of respondents of health care professionals.

There is no important difference in the average tonss of Impression Management (at 5 % significance degree) between Types of Services, of respondents of health care professionals.

There exists a important difference (at 5 % significance degree) in the average tonss of Desirable Reacting between Types of Services, of respondents of health care professionals.

There exists a important difference (at 5 % significance degree) in the average tonss of Self Presentation between Types of Services, of respondents of health care professionals.

There exists a important difference (at 5 % significance degree) in the average tonss of Ingratiation between Types of Services, of respondents of health care professionals.

There is no important difference in the average tonss of Self Monitoring (at 5 % significance degree) between Types of Services, of respondents of health care professionals.

5. 16. Deduction OF THE STUDY

The survey has several of import deductions for practicians

Today ' s health care concern scenario in India is altering from viing for patients from local to seeking to pull planetary clients. So it is imperative for infirmaries to pattern Impression Management tactics. Healthcare professionals are already prosecuting in Impression Management behavior. Hospitals require employees to show effectual Impression Management in

the current Health Tourism epoch. A patient is no longer looking to be satisfied with the intervention instead they need to be impressed upon the overall health care bringing. The direction of infirmaries may enroll and develop professionals with better Emotional Intelligence to guarantee better Impression Management accomplishments.

Even today Impression Management is interpreted as a perverting factor or deceit. Most houses are non clear as to what and how the Impression Management behavior, Emotional Intelligence of the staff or the facets Organizational Culture that could advance desirable behaviors of healthcare professional should be. Besides they do non hold a specific preparation concentrating on these facets. This survey provides an apprehension into the necessary accomplishments to be concentrated while seeking to break these facets.

Presently there is a deficit for qualified medical professionals in the state and the abrasion rates for Nursing and Paramedical Services are really high in the Private Healthcare Industry. The Corporate infirmaries have a significant budget for the soft accomplishments and self presentation preparations. At the clip of enlisting if Emotionally Intelligent professionals are chosen that can guarantee better Impression Management behavior. As it varies across age groups and degrees of experience it is apparent that it is learned behavior. Choosing extremely Emotionally Intelligent professionals can besides guarantee better psychological handling of patients.

In the recent old ages Medical Tourism is flourishing and so is Health Insurance. This makes it of import that infirmaries have to prosecute in

Impression Management both at single and organisational degree. This survey brings an apprehension of the current Impression Management patterns and the bing Organizational Culture in Industry. As the two are related infirmaries can promote positive Organizational Cultural facets.

India is besides a favorite Medical Tourism location in the planetary map. This requires the infirmaries to promote the employees to convey the service quality to international criterions. This necessitates mensurating assorted steps of feeling direction and adequate preparation to proper usage of Impression Management tactics without being lead oning.

5. 17. RECOMMENDATIONS FOR FUTURE RESEARCH

The restrictions mentioned in the Methodology Chapter lead us to the possibility of better research in future surveies.

A model becomes a benchmark if it can be generalized across industries. Future research can analyze Impression Management, Emotional Intelligence and Organizational Culture model used in this research to formalize it across industries to corroborate its serviceability.

There are many more steps of Impression Management available in the literature. Other Impression Management tactics may be added by future research workers. Besides other steps of Organizational Culture and Emotional Intelligence are besides available.

Service industries can be utilizing maximal Impression Management tactics and it is besides biggest sector in India accounting for 52 % of the GDP.

Some other industries such as Hospitality, Airlines and other travel sectors, Banking, Education etc are possible countries of survey.

Application of Impression Management measures in the health care industry of other provinces is another country that can be taken up by future research workers.

An apprehension of the same facets undertaken in this survey, in smaller infirmaries in Tamil Nadu itself is another possible country. Besides future research can be conducted on the populace health care system of the province and the state itself.

Two recent reports- one by Alliance of Indian Industries-Mc Kinsey & A ; company corporate sector of healthcare Industry is likely to turn more in India. Besides the state is opening up to more Foreign Direct Investment in Healthcare Sector. This necessitates big scale research to be undertaken by future research workers in the private sector itself on Impression Management, Emotional Intelligence and Organizational Culture.

Future research can analyze Emotional Intelligence- Organizational Culture- Impression Management theoretical account from terminal to stop in big graduated table to supply better apprehension of the theoretical account.

5. 18. Decision

This chapter has dealt with an overall sum-up, recommendations and deductions of the survey. Following this chapter, a select bibliography has been added besides appendixing the research tools used for the present research work.