

**THE IMPACT OF PERCEIVED IMPRESSION MANAGEMENT
ON EMPLOYEES' PERFORMANCE**



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Abstract

Impression Management, the process by which people control the impressions others form of them, plays an important role in interpersonal behavior. All kinds of organizations consist of individuals with variety of personal characteristics. Therefore, those are important to manage them effectively. Different Impression Management tactics are used by the employees in the organizational setting to get a better Performance.

In Sri Lankan context, few empirical studies have been conducted with the impact of perceived Impression Management on Employee Performance. So there is a dearth of empirical study on perceived Impression Management and Employee Performance. Hence this study attempts to fill this knowledge gap.

The impact of perceived Impression Management on employee performance has been analyzed in the current study. Researchers developed a hypothetical model on the basis of literature review. R&J Apparels (Pvt) Ltd in Badulla District was chosen for this study. The data were gathered from 50 supervisors and 185 subordinates. The frequencies of different Impression Management techniques were measured with the help of an instrument and afterwards these employees were rated by their respective supervisors. Mainly, descriptive analysis, correlation and simple regression analyses methods were assisted to it.

The result shows that the level of Exemplification was high and Intimidation was low and also level of Employee Performance was high at selected Garment of R&J Apparels (Pvt) Ltd in Badulla District. Self-promotion, Ingratiation and Exemplification were positively impact on Employee Performance and Intimidation and Supplication were negatively impact on Employee Performance. Ingratiation and Exemplification focused a high level positive relationship and Intimidation had a high level negative relationship between the Employee Performance of R&J Apparels (Pvt) Ltd in Badulla District.

Keywords: Impression Management, Employee Performance, Self-promotion, Ingratiation, Exemplification, Intimidation and Supplication

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