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A conceptual framework of impression management: new insights from psychology, sociology and critical perspectives

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Pages 415-437 | Published online: 25 May 2011

 Cite this article  <https://doi.org/10.1080/00014788.2011.574222>

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Keywords:

- discretionary narrative disclosures
- impression management
- rationality

Acknowledgements

We are grateful to two anonymous reviewers for constructive comments on the paper.

Notes

The dichotomy between cognitive and emotional factors can be traced back to the Cartesian model of the mind. Descartes regarded rationality and emotions to be distinct spheres (Lakoff and Johnson [1999](#)). However, emotions, which are associated with the realm of the body, can influence the mind.

The predominant economics-based perspective on impression management is based on a closed-system concept of the organisation as ‘separate from its environment and encompassing a set of stable and easily identifiable participants’ (Scott and Davis [2007](#), p. 1).

Another critical perspective on the concept of the organisation is the sociological and psychological perspective, which views the organisation as a social entity (Scott and Davis [2007](#), p. 1). This perspective challenges the idea of the organisation as a closed system and suggests that the organisation is embedded in its environment.

Another perspective on impression management is the social identity perspective, which suggests that organisations use impression management to create and maintain a desired social identity (Albert and Whetten [2005](#)). This perspective is ignored by investors and other stakeholders.

The research presented in this paper is based on a critical analysis of the existing literature on impression management. The research suggests that the current understanding of impression management is incomplete and that further research is needed to develop a more comprehensive understanding of this phenomenon.

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