



Impression Management and Information Technology

Jon W. Beard

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Information technology will be the most pervasive and important influence on individuals and organizations in the next 10 years. Impression management is a growing field of study in the management and organizational sciences, which studies the self-presentational approach of individuals and the organizations. This collection of papers is both exploratory and innovative, examining new ways for the corporation to effect its strategy, its organizational design and its development as they are stimulated by the introduction and evolution of information technology. Understanding impression management theory as it moves further into the mainstream of research and practice is critical to corporate strategists, academics, and students.

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