MEDICAL ACADEMIC INSTITUTIONAL CONTEXT

Reputation

Family Physicians’ Professional Identity

Perceived Image

Family Physicians’ Stakeholders

Construed Image

Motivation
Desire to employ impression management to reduce perceived-construed image discrepancy

Construction
Adoption of a variety of impression management strategies to create desired image

Consequences of Impression Management
- Individual (well-being)
- Interpersonal (high-quality relationship)
- Work groups (cohesion, creativity)
- Organization (retention, innovation, social capital)