

ABSTRACT

Numerous scientific studies have shown the importance and benefits of possessing a positive reputation at both the personal as well as organizational level. Specifically, the impression management theory is an important pillar in building personal reputation to everyday organizational life. Research in this area has demonstrated their interest in particular aspects such as recruitment processes, person-job fit, person-organization fit, job performance appraisal and career success.

Despite the importance of and interest in impression management theory (IM) and the need of organizations to develop a favorable reputation, to date there is no evidence about the influence IM techniques may have on building personal reputation. Nor is there existing empirical evidence of the potential impact that personal reputation may have on the reputation of the organization as a whole. Therefore, examining the relationship between *IM, personal reputation and corporate reputation* could shed some light on the processes of building reputation in organizations, and particularly its development in the case of communication managers. To this end, this thesis has the objective of studying IM and its dimensions, presenting it as an antecedent of personal reputation (PR) and presenting the relationship between PR and corporate reputation (CR).

To achieve this objective, the research is divided into five chapters. To begin, it is summarized an overview of IM theory. After this state of the art, an integrated definition of the construct is presented. Then, in the second chapter, we examine what the current literature has explained to date about PR in order to relate it to the IM theory. Next, in the third chapter, we analyze the different theoretical perspectives under which the concept of CR has been studied. After studying IM and proposing its relationship with PR and CR the fourth chapter shows a relational model of reputation from the theory of IM that is able to put in dialogue the three constructs (IM, PR and CR). To conclude, the fifth chapter presents a qualitative empirical study based on the *grounded theory*. The objective is to answer the propositions that emerged from the relational model presented, particularly in the case of Spanish communication managers (*DirCom*). Finally, the thesis concludes with some reflections on the findings of this research, noting the limitations of the study and proposing avenues for future research.