

ABSTRACT

The present study investigated how cultural differences could explain the usage of impression management (IM) strategies in job candidates between two culturally similar nations - the United States and Hong Kong. Four hypotheses were tested to examine the relationship between candidates' IM behaviours, culture, gender, and their past interview experiences. A total of 106 university students from the two countries were recruited to participate in a survey regarding on their intention of managing own impressions in job interview context. The Cultural Impression Management Scale - Applicant Scale (CIM-A) was used to measure four main types of IM tactics - assertiveness, emphasizing individual excellence, accommodation, and pointing out obstacles. Results showed that Americans scored higher in each of the four IM tactics than Hong Kong Chinese while candidates' interview experiences was positively correlated with tactics of accommodation and emphasizing individual excellence. Culture also played a moderating role between interview experience and tactics of pointing out obstacles. No gender differences could be found in both countries. Further implications to international personnel selection and some limitations were discussed.

Keywords: impression management, job interview, CIM-A, international
personnel selection