



Identity Strategies for the Personal Development of Managerial Elites in Romania (Europäische Hochschulschriften / European University Studies / Publications Universitaires Européennes)

Florentina Scârneai-Domnisoru

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The book explains managerial performance through self-identity aspects. It proposes identity instruments for the evaluation, prognosis and growth of managerial performance. A qualitative study was performed on Romanian managers to discover the identity conditionings of managerial potential (a grounded theory study). Also, a quantitative pilot study was performed on Romanian managers and non-managers for refining the theoretic model of identity conditionings of the managerial potential. The book can be a useful tool for those trying to use mixed research methods within complex studies, for those who aim to study the identity of managers and to explain and make prognoses about managerial potential and managerial performance from an identity point of view.

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