

Do clothes make the men?The moderating role of self-monitoring

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Abstract

One of the important tasks of sales managers is to control the effort and results of the sales team, to verify that all activities are in accordance with the organizational goals. However, when an employee was promoted to be a manager, he undergoes a process of transformation that increases the psychological distance with respect to his new subordinates. This psychological behavior is called social distance (Lieberman, Trope, & Stephan, 2007). In addition, this empowerment makes him prioritize own interests over others in the company, and use subordinates to achieve his personal goals. In this study, we will estimate the social distance and also we want to see how some of the manager's personality trait, the degree of self-monitoring, moderates this behavior and affects the evaluation and compensation criteria used for the sales force.

Keywords: *sales manager; leadership; self-monitoring*

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